

Safer
Hastings
A SAFER COMMUNITY

SAFER HASTINGS

SAFE COMMUNITY REACCREDITATION
APPLICATION
JULY 2019



Safe Community Reaccreditation

June 2019

Introduction

Together with the Chair of Safer Hastings, I am incredibly proud to support this application for the reaccreditation. We are striving to make Hastings a great place to live, work and play for all of our whānau and this organisation plays a vital role in doing that throughout our community.

By bringing together its coalition members, who come from a diverse group of government, community agencies and a wide network of supporting organisations, Safer Hastings works in a co-ordinated and collaborative way to improve community safety.

Our 22 strategic partners are all focused on the same outcomes - connecting our communities; keeping our people safe at home, on our roads and in our communities; and reducing addiction related harm.

Since accreditation, Safer Hastings has been working incredibly hard on these strategic goals and have already been achieving incredible outcomes for our community.

There is so much more to do for our people – from the increasing difficulties people are facing with the housing shortage and our high statistics for family harm, self-harm and crime, it is more important than ever for Safer Hastings to be active and successful in all parts of our district.

Now with a new 3 year implementation plan, we are confident Safer Hastings can achieve all of their strategic goals for our people by 2022.



“As Mayor, I am proud the Hastings District Council leads the Safer Hastings programme and with Safer Hastings Chair, Councillor Eileen Lawson, we fully support this application to be reaccredited as an international Safe Community”.

Sandra Hazlehurst

Mayor - Koromātua

Te Kaunihera-ā-rohe o Heretaunga



Councillor Eileen Lawson

Chair Safer Hastings

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Heretaunga haukūnui, Heretaunga ararau, Heretaunga haaro te kaahu, Heretaunga raorao haumako, Heretaunga ringahora, Heretaunga takoto noa, Tihei Heretaunga!

The whakataukī (proverb) above is inspired by and reflective of the cultural narratives (metaphors, idioms, local sayings) and their intrinsic connection and relationship to Heretaunga or Hastings district.

This whakataukī like all whakataukī has different meanings to different groups.

Below is the Safer Hastings interpretation, how we as a collective connect with this whakataukī.

Heretaunga haukūnui - Heretaunga of the life-giving dew and waters

Safer Hastings acknowledges all the different types of environments, the built environment, the natural environment and how this impacts on the safety of our community.

Heretaunga ararau - Heretaunga of converging pathways

Hastings is a multicultural city and through Safer Hastings we embrace diversity of the community.

Heretaunga haaro te kaahu - Heretaunga from the eye of the hawk

Safer Hastings structure includes a governance group where a collective of agencies meet to discuss the overview of the priorities within Hastings.

Heretaunga raorao haumako - Heretaunga of the fertile plains

Like the fertile plains of Hastings so is the goal of a thriving community to enable the people of Hastings to be part of and live in a Safer Hastings.

Heretaunga ringahora - Heretaunga of its hospitality and open arms

We are all in this together, a multi levelled approach (governance, operational and community) to help one another in all different ways.

Heretaunga takoto noa - Heretaunga of the departed chiefs

Today, Heretaunga, the Hastings district is the home for 81,000 people, where everyone has a role to play in being custodians of Heretaunga for future generations to come. Governance, management and leadership that aspires to handing the land over in good condition to the ensuing generation will continue the legacy set as this whakataukī alludes to and highlights.

Tangata Whenua

Tangata Whenua have cultural, spiritual, historical and traditional association with, and customary rights to the land and resources of Heretaunga, the Hastings district.

The district has an extensive history of ancestral settlement, particularly in the former wetlands, waterways and coastal areas where food resources were abundant and extensive cultivations flourished.

In pre-European times the people of Heretaunga and their predecessors were renowned for the abundance of their food gathering and cultivations. These aspects remain specific to the identity of Heretaunga, the Hastings district today and especially to the nature of its land, landscapes, history and sense of community.

Approximately 25% of the 81,000 population of Hastings district identify as Māori with the majority belonging to the Ngāti Kahungunu iwi (tribe). Ngāti Kahungunu are the 3rd largest iwi by population and account for 10% of the entire Māori population; only Ngāpuhi (1st) and Ngāti Porou (2nd) are larger. Ngāti Kahungunu Iwi Incorporated is a mandated iwi organisation with the authority to represent the people of Ngāti Kahungunu, and is the governing body for all aspects of iwi development.

Land, humanity and the supernatural were and remain co-dependent entities among local [Heretaunga] Māori traditions; they co-exist and do so by a sequenced network of relationships (whakapapa) linking each entity, and that are maintained and strengthened by similar yet distinct cultural narratives and traditions of Heretaunga. Despite this cultural diversity amongst the tangata whenua of Heretaunga, Māori have a unique spiritual relationship with 'place' and with Heretaunga that underpins a commonly shared belief; an impression of unity and harmony with land and the environment; as tangata whenua.

Te Tiriti o Waitangi - Treaty of Waitangi

The assumptions of this innate connection to land assume that, like other large natural groupings throughout Aotearoa New Zealand, tangata whenua of Heretaunga connect with their respective landscapes. So, while much land has physically been lost or passed over in terms of ownership since 1840, Kahungunu and Heretaunga traditions associated with the land remain entrenched in tribal lore, traditions and narratives; tribal lore for instance, reflected in old traditional oriori (songs) such as *'Pinepine te kura'* that celebrate tribal heritage and the importance and significance of notions of place.



Photo: HDC - Nga Pou O Heretaunga

Section 1: Collaborative Governance

Demonstration of leadership by the Safer Hastings Coalition focused on improving community safety

History of Safer Hastings

2011 – 2013 The Accident Compensation Corporation (ACC), Health Hawke's Bay (HHB), the Hawke's Bay District Health Board (HBDHB) and the Ministry of Social Development (MSD) made a joint submission to the Hastings District Council (HDC) Draft Annual Plan 2011-12 requesting Council to pursue accreditation as an International Safe Community. Accreditation was an aim in the 2009-19 Long Term Council Community Plan (LTCCP) and on 6 October 2011 the Policy and Strategy Committee voted to pursue Safe Communities Accreditation.

A cross-sector "Working Group" was formed to submit the application for accreditation. This partnership of government and local community organisations included representation from ACC, HHB, HBDHB, MSD, New Zealand Fire Service¹ (FENZ) and New Zealand Police (Police), and reported on progress to HDC's Social Well Being Collaborative Working Group. During the process of writing the application, Te Taiwhenua o Heretaunga (TToH), New Zealand Red Cross (NZRC), New Zealand Transport Agency (NZTA) and RoadSafe Hawke's Bay joined the group.

The application was submitted to the Safe Communities Foundation New Zealand (SCFNZ) in September 2012.

Over 41 voluntary organisations supported the application and an assessment site visit was held on 6 December 2012.

**Hastings District was successfully designated as the
311th International Safe Community on the 11 March 2013**



Photo: HDC - Safer Hastings accreditation ceremony 11 March 2013

¹ Now Fire and Emergency New Zealand (FENZ)

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2013 – 2018 Following accreditation, the cross-sector Working Group was renamed “The Safer Hastings Implementation and Strategy Group” (Safer Hastings Strategic Group - SHSG). The existing local Social Wellbeing Group was disbanded and members joined Safer Hastings; Department of Internal Affairs (DIA), Te Puni Kōkiri (TPK), Child Youth and Family² (OT) and Housing New Zealand (HNZ). This brought the total number of strategic partners to 17 in the first year. In August 2013 the Terms of Reference (TOR) was developed³, and partners signed a Memorandum of Understanding (MOU)⁴ agreeing to a partnership approach towards community safety and injury prevention for the Hastings District. Over the past 7 years coalition membership has continued to grow. The TOR were reviewed in 2016⁵ and both the TOR and MOU are being reviewed as part of the reaccreditation process. In 2018 the Hastings Disability Reference Group became a Focus Group for Safer Hastings.

History of Safer Hastings Strategic Coalition		Chair
2011	Oct - Policy and Strategy Committee voted to pursue Safe Communities Accreditation Initial Working Group - HDC, ACC, HHB, HBDHB, MSD, FENZ, Police	HDC Project Officer
2012	Pre Accreditation - TToH, Red Cross, NZTA, RoadSafe HB Sept - application submitted to SCFNZ, Dec – site visit	HDC Project Officer
2013	March - designated as the 311 th WHO Safe Community Post Accreditation - Directions, Plunket, PSEC - Family Works & Enliven Social Wellbeing Group joined SH - DIA, TPK, CYF, HNZ	HDC Project Officer
2014	New partners - Sport HB, Corrections, Live HB ⁶ , U Turn Trust ⁷	Safer Hastings Coordinator
2015	New partner – Hawke’s Bay Civil Defence Emergency Management Group (HBCDEM)	Ana Apatu – U Turn Trust
2016	New partners - BestStart Educare, Te Rangiahaeata Oranga Trust (HB Gambling Services)	Cr Sandra Hazlehurst
2018	New partners - Dad's HB, Volunteering HB Project Partners started attending SHSG meetings Age Concern - Flaxmere, Havelock North, Hastings	Cr Geraldine Travers Cr Eileen Lawson
2019	New partners - Emerge Aotearoa, Health Promotion Agency	Cr Eileen Lawson

² Now Oranga Tamariki – Ministry for Children

³ Appendix I **Terms of Reference 2013**

⁴ Appendix II **Memorandum of Understanding**

⁵ Appendix III **Terms of Reference Reviewed 2016**

⁶ Coalition now in abatement

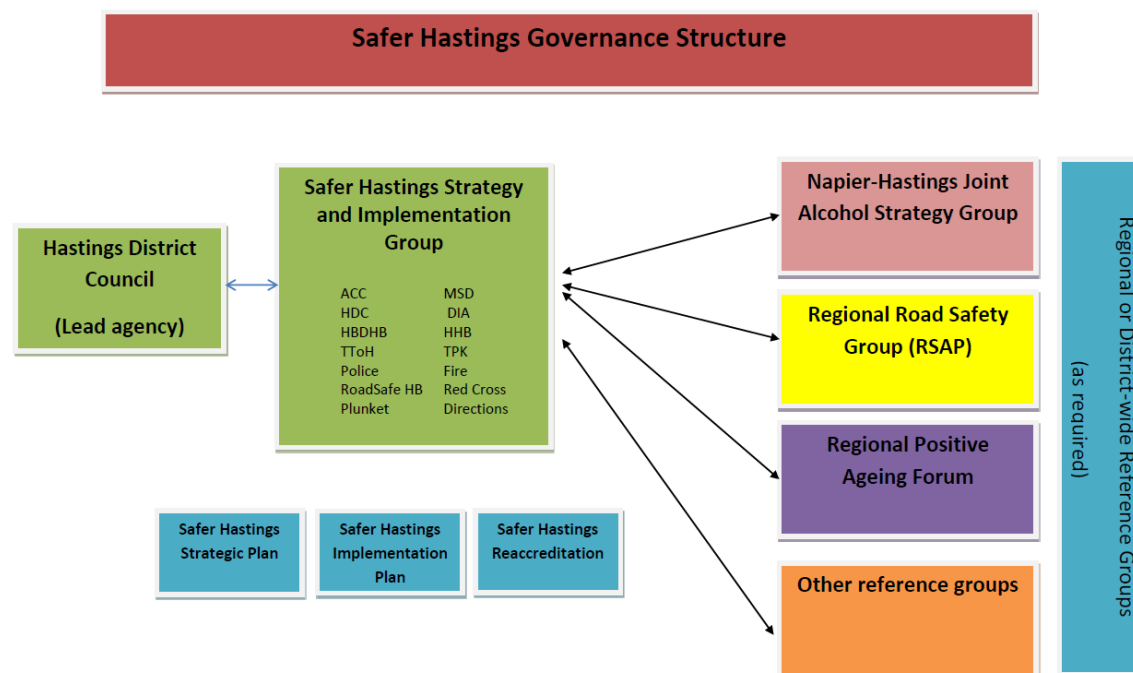
⁷ Now Wharariki Trust

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Safer Hastings Structure 2012

The Safer Hastings Governance Structure at the time of accreditation was:



Since this time, the structure has evolved to meet changing priorities. For example, in 2014 and 2015 we had a Resourcing and Accountability Focus Group, which by 2016 was no longer required.

The employment of a new Community Safety Coordinator in July 2018 has provided the coalition with capacity to re-engage with a number of existing and new partner organisations. As at June 2019 we have 22 strategic members and a number of project partners⁸), many of whom are looking to sign the new MOU at reaccreditation. In 2019 we are working towards a new structure with new focus groups.

⁸ Appendix III: [Safer Hastings Partners](#)

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Safer Hastings Structure 2019 (draft)



#Utilising existing networks in place

*Focus groups under development 2019

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Safer Hastings Coordination:

As the lead agency for the Coalition, Hastings District Council has taken the responsibility of providing coordination and administration support for Safer Hastings.

The initial accreditation process was managed by a Project Manager from the Chief Executive's Office.

ACC provided coordination funding for 5 years from June 2013 to March 2018. In December 2013 a part-time Safer Hastings Coordinator role was established as part of HDC's Social and Youth Development team. The purpose of the role was to administer the group, encourage collaboration and partnership, develop strategic and implementation plans, and develop linkages between partners to improve service delivery for the community.

This role was filled by John Dawson and was combined with the Neighbourhood Support Coordinator role. In December 2015 the role became a separate position and Rebekka Train was appointed, a role which she filled until 2017.

Whilst the coordinator role was vacant, HDC's Social and Youth Development Team fulfilled the role of Safer Hastings Coordinator.

In June 2018, a new position of Community Safety Coordinator (part time / fixed term) was established at HDC with responsibility for the coordination of Safer Hastings.

In January 2019 this role was made permanent and full-time. This role is currently filled by Debbie Northe. The role is now fully funded by HDC.

Duties and responsibilities of the Community Safety Coordinator include:

- Facilitate the planning, implementation, evaluation and communication of injury/violence prevention and safety promotion initiatives under the Safer Hastings Safe Communities project.
- Ensure objectives of the Safer Hastings project coalition are achieved.
- Identify existing projects, activity and capacity as well as overlaps and gaps in local delivery of services.
- Lead the Safer Hastings Communities project coalition to identify avenues for Safe Communities' working groups.
- Mobilise and develop community skills and structures for injury/violence prevention including building skills development, strengthening supportive environments and enhancing community participation.
- Directly manage communication to ensure key stakeholders have access to information which avoids duplication, improves the quality of planning and gives an accurate, realistic and meaningful picture of what has been achieved.
- Prepare timely reports to the Safer Hastings Safe Communities project coalition as required, including action plans, progress programme plans and reviews.
- Strengthen and maintain partnerships with Government and non-government agencies, the local community, health services, industry, the private sector and national and international Safe Communities networks in relation to injury/crime prevention initiatives.
- Maintain relationship with Safe Communities Foundation New Zealand.

Section 2: Priority Setting

Hastings District

The Hastings District is located on the east coast of the North Island of New Zealand, and covers a land area of over 500,000 hectares.

The Pacific Ocean lies to the east of the Hastings District, with five other territorial authorities sharing its remaining boundaries - Central Hawke's Bay District, Rangitikei District, Taupo District, Wairoa District and Napier City.

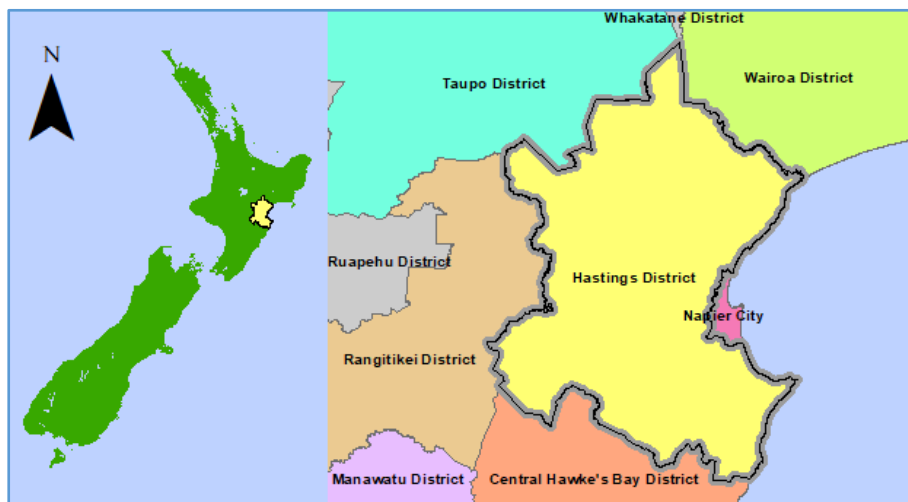


Figure 1: HDC

The area is characterised by numerous significant and unique natural and physical resources which enable the community to provide for its environmental, economic, social and cultural wellbeing.

Hastings District has 1.7% of the population of New Zealand, ranking it the fourteenth in size out of the 74 territorial authorities. Since the merger of the surrounding and satellite settlements in 1989, Hastings has grown to become the largest urban area in Hawke's Bay.

Administered by the Hastings District Council, the Hastings District comprises the main urban centres of Hastings, Havelock North, Flaxmere and Clive, as well as numerous rural service and coastal settlements, and a large number of marae.

Near the fourteenth century AD, Māori arrived in Heretaunga, settling in the river valleys and along the coast where food was plentiful. Taraia, great-grandson of the chief Kahungunu, established the large tribe of Ngāti Kahungunu, which eventually colonised the eastern side of the North Island from Poverty Bay to Wairarapa. They were one of the first Māori tribes to come in contact with European settlers.

Thomas Tanner, a pastoral run-holder and entrepreneur recognised the agricultural potential of the Heretaunga Plains that a number of others before him had not. He and a group of other farming names, who collectively became known as the Twelve Apostles, illegally leased land from local Māori in 1864 before being granted an official lease in 1867.

By 1870, Tanner and his partners had purchased the entire Heretaunga Plains block. Francis Hicks bought a 100-acre block of land (called Karamu) from them which is now the centre of Hastings.

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In 1871, the New Zealand Government decided to route the new railway south of Napier through Karamu junction in the centre of the Heretaunga Plains. Hicks reportedly gifted the land for the railway to the government. In 1873 Karamu junction was re-named Hastings after Warren Hastings, the British Governor General of India. On 2 January 1884, Hastings was proclaimed a Town District and then a Borough Council in September 1886, becoming a city on 8 September 1956.

With the Hastings area being right in the thick of the ensuing agricultural frenzy, the foundations were laid for its future as a service town to a growing agricultural economy.

Over the years following the founding of Hastings, key infrastructure was developed, including stockyards, show grounds, racecourse, and the first freezing works at Tomoana in 1884.

The Hastings District Council was created by the amalgamation of Hastings City Council, Havelock North Borough Council and Hawke's Bay County Council on November 1st 1989.

The Hastings District takes in a large and diverse area that includes local geographic heroes, Cape Kidnappers and Te Mata Peak, as well as the vast majority of productive land that is the engine room of the regional economy. Its central position determines that Hastings City is home to the regional hospital and a busy supply town to the surrounding farms, orchards, and vineyards. Hastings has an impressive display of public artwork placed throughout its central business area.



Photo: NZ Herald - Russell St 1932

Hastings too has its own standout examples of Spanish Mission architecture built after the 1931 earthquake. Best known is the magnificent Hawke's Bay Opera House. The Hawke's Bay Cycle Trails are a well-used alternative for exploration of the outlying district by locals and visitors, and have fast become a reason in themselves to visit the area since construction began in 2003.

Overview of community demographics

Population

The 2013 New Zealand Census recorded the Hastings District population at 73,245 (or 1.7% of New Zealand’s population) which ranks its 11th in size of the 67 districts in New Zealand.

This is an increase of 2,403 people, or 3.4% since the 2006 Census.

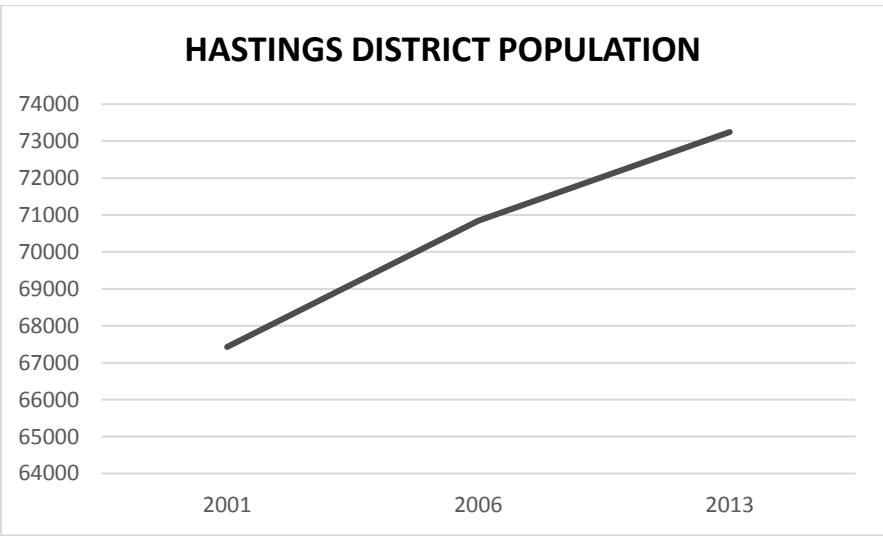


Figure 2: Source Statistics New Zealand

Statistics New Zealand estimate this population growth will continue with projections for 2018 at 78,400 (low) and 80,000 (medium)⁹.

Since accreditation there has been an increase in both the older and younger Hastings population.

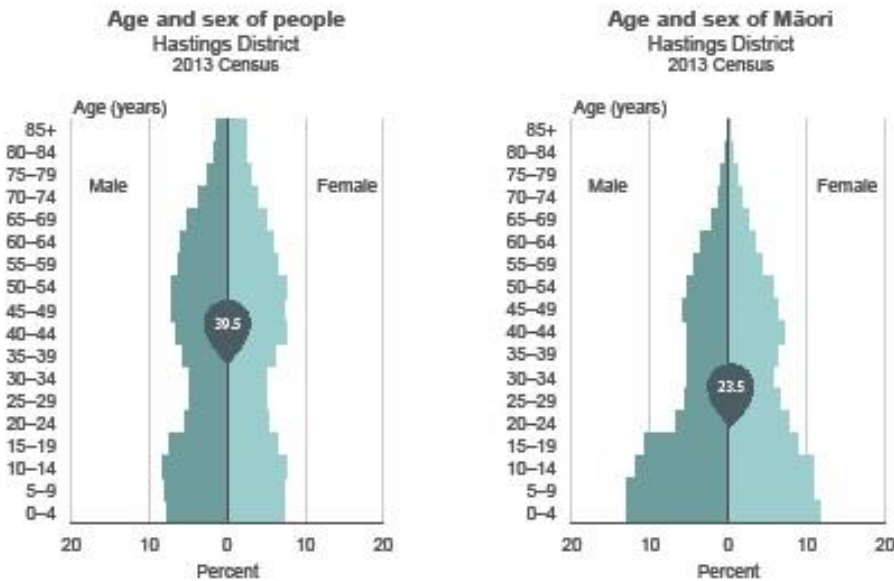


Figure 3: Source Statistics New Zealand

⁹ Source: Statistics New Zealand Subnational Population Estimates

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Ethnic Diversity

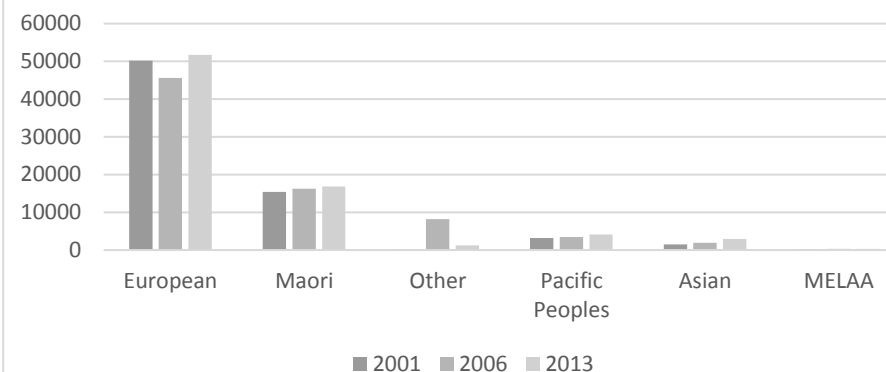
Hastings District has a different ethnic distribution from the country as a whole.

At the 2013 Census:

- 75% of the district's residents identified as 'European', a similar proportion to the 74% nationally
- 2% identified as 'New Zealanders', the same proportion as nationally
- Māori accounted for almost one-quarter (24%) of residents compared with 15% nationwide
- Pacific peoples accounted for 6% locally and 7% nationally
- Asian ethnic groups made up 4% of the population (12% nationally), and
- Other ethnic groups made up 0.5% locally and 1% nationwide.

Ethnic groups of people residing in Hastings District

Source: Statistics NZ



Nga Pou o Heretaunga

Photo: Eva Bradley



International Cultures Day 2018

Photo: Simon Cartwright



Blossom Festival

Photo: HDC

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Determining Priority settings

Safer Hastings Workshops



Photo: HDC – Safer Hastings Workshop Camberley Community Centre

The introduction of Community Workshops allows stakeholder organisations and community representatives to be part of the strategic planning process.

These workshops provide a forum to respond to community issues and all issues (perceived or otherwise) are acknowledged. The final decisions are made with their input. The growing attendance each year reflects the interest and value of the Safer Hastings coalition.

Workshops have been held in 2018 and 2019. This is a major highlight and is a new initiative since accreditation.

Community Plans – helping diverse communities develop their strengths

Many of our communities have their own comprehensive plan¹⁰, put together by the community with the support of HDC.

HDC's role is to support a community to engage with its residents, develop a plan, and then assist with the implementation and maintain and grow relationships. The Community plans - 11 in total with 3 more under development, help to shape the Safer Hastings Strategic Plan. This is a new channel for community engagement.



Photo: HDC – Maraekakaho Community Planting Day

¹⁰ Appendix IV: [Maraekakaho Community Plan Objectives](#)

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Neighbourhood Support Networks

A Neighbourhood Support group brings local people together to share information, ideas and connectedness. Neighbours who know each other through support groups are vital to neighbourhood safety.

Neighbourhood Support is delivered through HDC's Community Resilience Coordinator. The Street by Street programme is also included in this.

Street by Street Events

These community engagement events held through the summer months provide the opportunity to identify safety issues and possible solutions.

Residents are encouraged to complete a survey¹¹ for their views on a number of local topics.

Tunu Events

Events in the community where the Tunu Tunu mobile community barbeque is the drawcard for participation.

Hastings Disability Reference Group

Since 2018 Safer Hastings has been a set agenda item for the group's bi-monthly meetings. The group is now a focus group for the coalition



Photo: HDC – Street by Street BBQ

Safer Hastings Strategic Group Meetings

The bi-monthly Strategic Group Meetings are an additional channel for new and emerging issues to be raised and discussed.

These have influenced Safer Hastings strategic planning and the identification of priority areas.

¹¹ Appendix V: [Street by Street Survey](#)

Strategic Alignment



INTERNATIONAL				
World Health Organisation Sustainable Development Goals #3 Good health & well-being, #5 Gender equality, #11 Sustainable cities and communities, #16 Peace and justice World Health Organisation Age-Friendly Cities				
NATIONAL				
Safe Communities Foundation New Zealand 2017-2020 Strategy, New Zealand Positive Ageing Strategy, ACC Statement of Intent 2015 – 2019 The Safest Country - Policing 2021, Safer Journeys - Action Plan 2016-2020, Guidelines on Crime Prevention through Environmental Design, New Zealand Health Strategy: Future Direction, MOH Statement of Strategic Intent 2017 - 2021 Mental Health Foundation – Five Ways to Wellbeing				
LOCAL				
Hastings District Council Supporting Social Wellbeing Framework High deprivation Communities, Ageing Population, Young People, Safe & Secure Environment Hastings District Community Plans Hastings District Council Disability Reference Group Matariki – Hawke's Bay Regional Social Inclusion Strategy 'Hawke's Bay is a vibrant, cohesive, diverse and safe community, where every child is given the best start in life and everyone has opportunities that result in equitable outcomes' Hawke's Bay District Health Board Strategies Clinical Services Plan, Hawke's Bay Health Strategy (in development), Alcohol Harm Reduction Strategy, Youth Health Strategy, Long Term Conditions Strategy, Regional Tobacco Strategy, Healthy Weight Strategy, HBDHB Disability Plan Older Persons Focus Safer Hastings Older Persons Focus Group, Hawke's Bay Regional Positive Ageing Forum Hawke's Bay Suicide Prevention Plan "Fusion Group"				
Safer Hastings Community Resilience Focus Group		HB Road Safety Action Plan		Ngāti Kahungunu Iwi Inc Tobacco Free Strategy
Hastings District Council Strategies & Policies				
Long Term Plan, Annual Plan, Positive Ageing Strategy, Child Protection Strategy, NCC & HDC Joint Alcohol Strategy				
Drinking Water Strategy, Swimming Pool Fencing Strategy		Crime Prevention Plan, Graffiti Vandalism Strategy, Hastings Coming Out To Play Strategy, Dog Control Policy, Hastings City Centre Strategy, Reserves		Class 4 Gambling Venue Policy, Gambling TAB Venue Policy, Health Beverage Policy 2018, Liquor Licensing Policy 2003, Psychoactive Substances Local Approved Policy, Smokefree Policy

The Safer Hastings Implementation Plan 2019¹² outline the pieces of work for each identified Goal.

¹² Appendix VI: **2019 Implementation Plan**

Overview of the Data

Goal 1: Connected Agencies and Communities

Issues, Influences and Factors

- Continued support from various organisations with significant **increased membership of coalition partners** and long-serving groups focused on community safety.
- New HDC **Community Resilience Coordinator** started in April 2018.
- Community are increasingly engaged with HDC through the **Community Planning process**. Eleven community plans have been completed, with 3 new plans for Te Pohue, Camberley and Raureka requested through the Council's 2019-2020 Annual Plan.

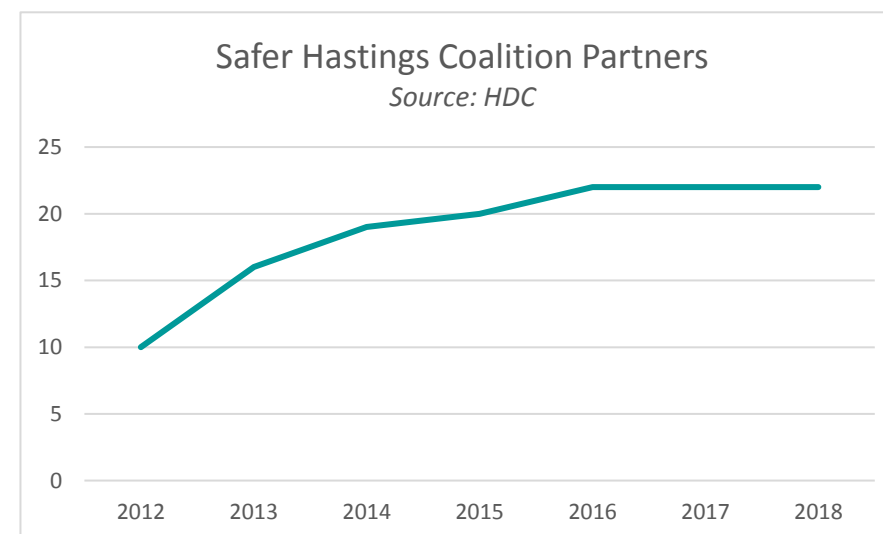
Data Sources

- Hastings District Council reporting e.g. Neighbourhood Support Groups, Community Plans
- Safer Hastings collaborative project reports
- Meeting minutes and attendance
- Annual Safer Hastings coalition workshop and strategic meetings

Key Trends

The number of coalition partners engaged in Safer Hastings has been steadily increasing year on year. A priority for the Safer Hastings Strategic Group is to encourage more support from partners who are not actively represented or engaged in Safe Community projects.

As at June 2019 we have 22 strategic members and 9 project partners (a number of whom will sign a MOU at reaccreditation to become strategic partners).



Goal 2: Safe in my Home

Issues, Influences and Factors

- **Injury prevention** continues to be one of our top priorities with the moderate to serious injury cost for Hastings ACC claims still well above the national average.
- **Older adults** are well supported in the Hastings region with a range of well attended programmes focusing on reducing the risk of falls.
- **Family harm** victimisations continue to track above the national average. This complex problem requires long term commitment and sustained action across coalition partners.
- While injury prevention is a priority category, we recognise that additional factors such as **suicide prevention, mental wellbeing and family harm** prevention all contribute to reducing overall injury burden.
- HDC has endorsed the **Hawke's Bay Suicide Prevention Plan** which is reported regularly to the Ministry of Health. The Suicide Prevention Network "Fusion Group" is made up of a range of Government agencies, non-Government, Hauora providers and community members who are responsible for the implementation of the plan.
- Demand for **social housing** is increasing and a number of homes on the rental market are of poor quality. This adds to the housing shortage in the region.
- FENZ **fire prevention** and **community resilience** activities such as the SAFE programme – Smoke Alarms for Everyone



Photo: HDC – Enliven Older Services Top Town Games

Data Sources

- NZ Police Victimisations Data
- Injury Prevention Research Unit
- ACC Injury hospitalisation admissions; falls claims
- NZ Coroner

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Key Trends

Hospital injury discharge data reports unintentional injury hospitalisations for people whose normal place of residence was Hastings. Trends have remained higher than national rates. The data includes the number of injuries in and around the home, street and roads.

The number of people discharged from hospital with injuries for the Hastings region has increased slightly between 2013 (922 discharges) and 2017 (991 discharges).

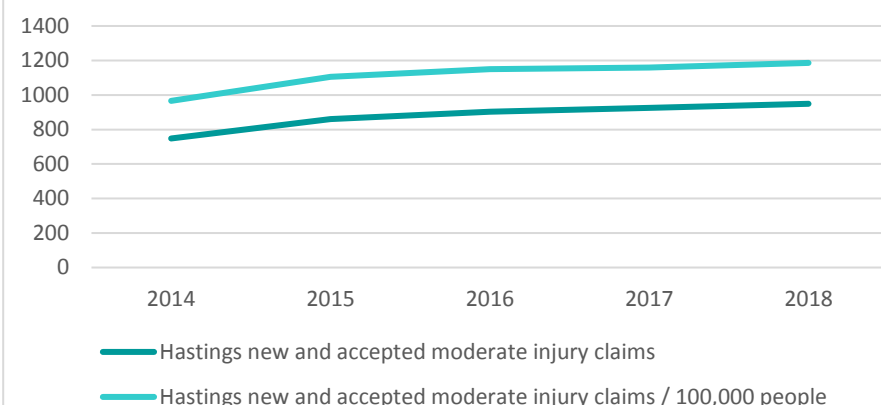
The number of people with moderate injury claims has increased between 2014 (748 claims) and 2018 (949 claims).

The home continues to be the principal physical location of moderate injuries. Loss of balance, slipping and skidding, and lifting and carrying are the main causes of the injuries.

Falls	Hastings District	New Zealand	5 year Trend
ACC injury claim rate <small>Is based on claimants residence at the time of accident</small>	2,100.38	1,660.32	↑
ACC moderate to serious cost injury claim rate <small>Per 10,000 of population</small>	136.01	123.04	↑
ACC fatal injury rate <small>Per 10,000 of population</small>	0.51	0.59	↓

Hastings District Moderate Injuries in the Home

Data Source: ACC



Older adult falls is a priority for Hastings under the ACC/HBDHB Falls Contract.

“Not only is this initiative a falls prevention strategy, it focusses on community engagement and as such, has a wonderful effect on decreasing social isolation and loneliness in our older community. We currently have 20 accredited strength and balance classes in Hastings”

Kirstin Thompson, Enliven Community Services Coordinator.

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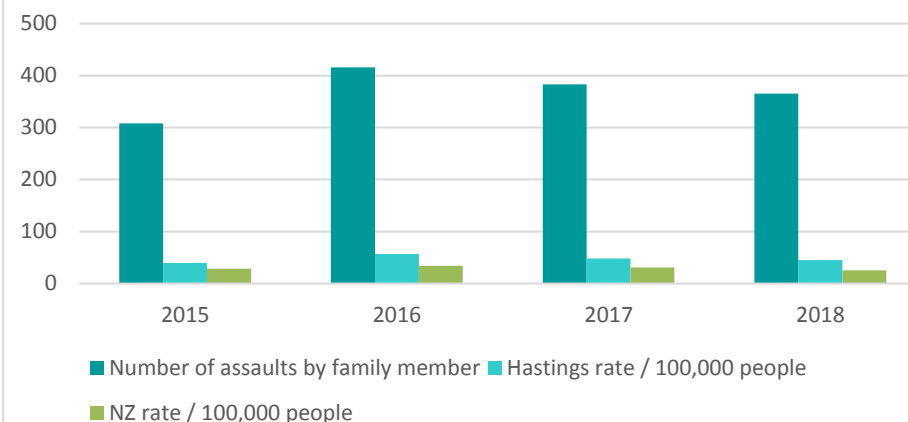
The Hawke's Bay region continues to have the highest rate of family harm incidents per 10,000 population in New Zealand with police attending on average 20 family harm incidents per day.

New Zealand's suicide rate – the number of suicides per 100,000 population - is at the highest level since the provisional statistics were first recorded for the 2007/08 year and has increased for the fourth year in a row.

This increase is also reflected in the Hawke's Bay data with 2018 rates at the same level as 2015. The Hawke's Bay Suicide Prevention Plan which has been endorsed by Hastings District Council has a goal of zero regional suicides.

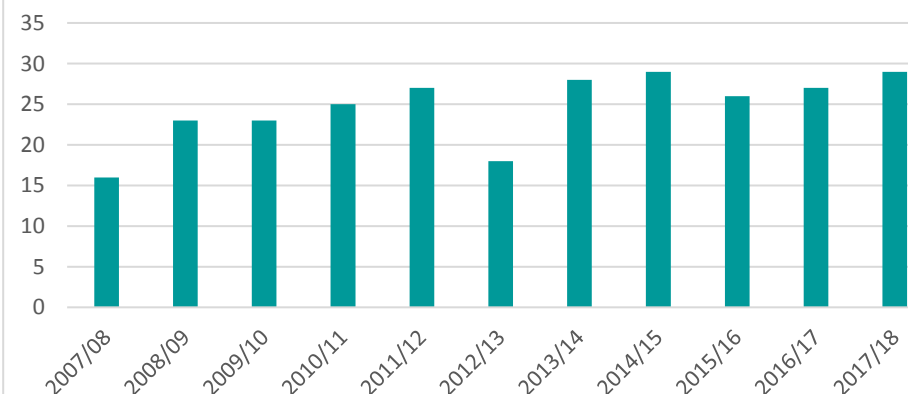
Hastings District Victimisations for assault by family member

Data source: NZ Police & SCFNZ



Hawkes Bay District Provisional Suicide Deaths

Data Source: NZ Coroner, Statistics NZ



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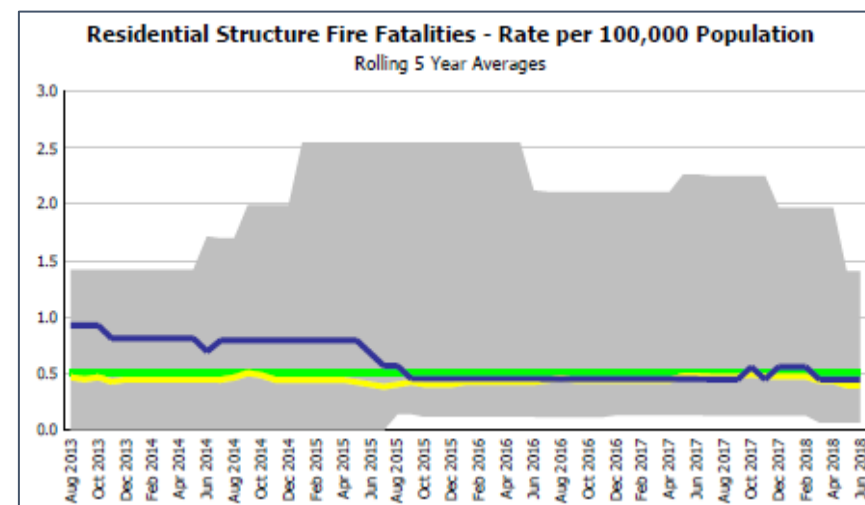
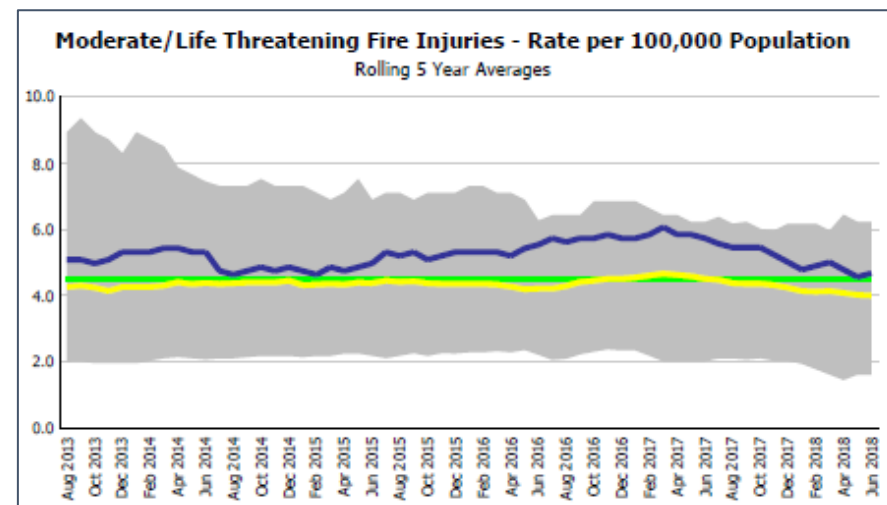
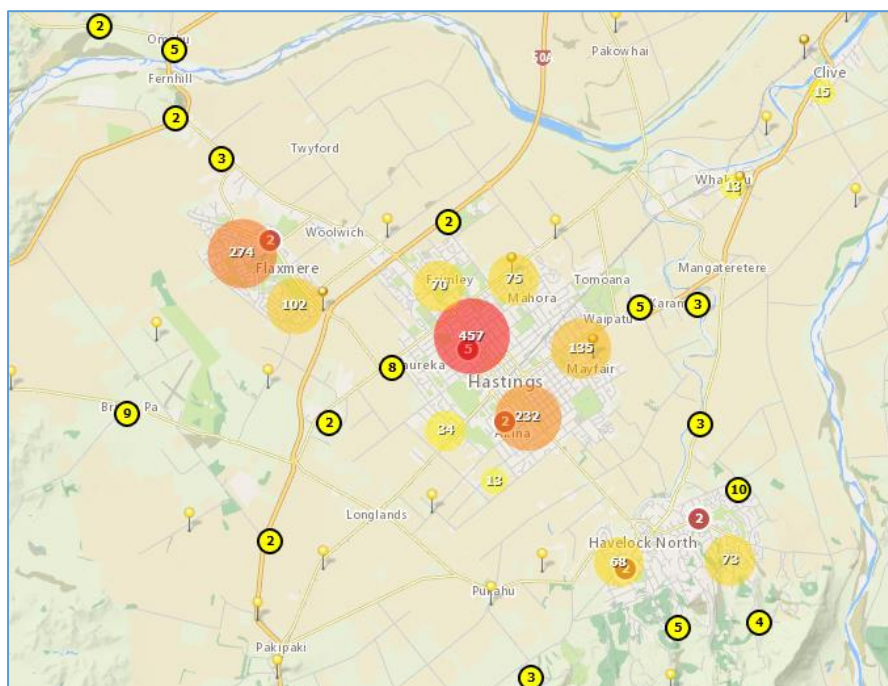
June 2019

Residential Structure Fire Fatalities and injuries have reduced over the last 5 years.

A new fire safety programme involving the Flaxmere Community Patrol aims to have every home in Flaxmere equipped with a new smoke alarm.

Fire home safety visits in Hastings District

Data: Fire and Emergency NZ



■ Area ■ Regional Total ■ National Target ■ Highest/Lowest Area (Nationally)

Data: Fire and Emergency NZ

Goal 3: Safe Roads

Issues, Influences and Factors

- Hastings District Council's vision for road safety that is supported through the Safer Hastings coalition "A local road network which supports **safe travel for all modes of transport and does not result in death or serious injury**"
- Hastings District Council is a key stakeholder in the Hawkes Bay Road Safety Action Plan group, which provides a collaborative, region wide focus on the mitigation of road safety risks.
- We have seen increased investment in urban safety and access for **pedestrians and cyclists** around intersections. Along with ongoing I-way cycle extensions.
- Matariki (Hawke's Bay Regional Economic Development Strategy) Action 2.4 **Youth Driver Licencing**

Data Sources

- NZ Injury Prevention Research Unit, Otago University
- Crash Analysis System, NZTA
- Safer Journeys Risk Assessment Tool NZTA (MegaMaps)
- Traffic Data, HDC



Photo: HDC – Cycle Bridge Whakatu

Key Trends

Based on the data, stakeholder and community feedback, the priorities in 2019 for Hastings are: Alcohol, speed, young drivers, safe roads and roadsides, intersections and roundabouts.

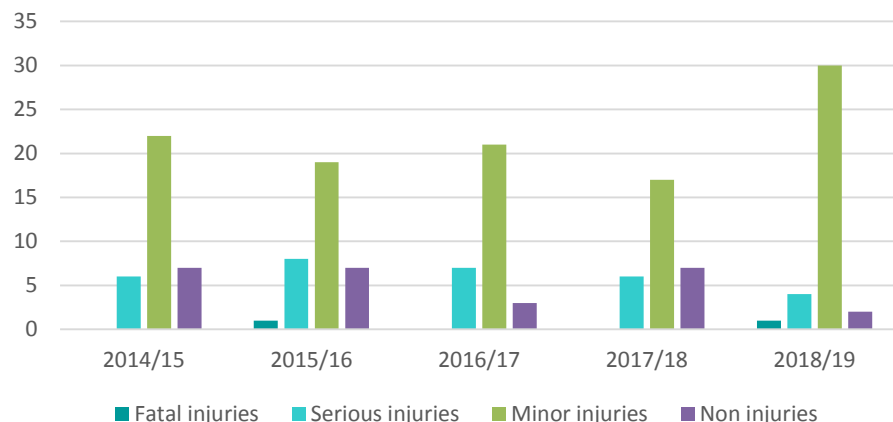
Pedestrian and cyclist safety continues to be a priority as use of active transport options continues to increase.

Safe Community Reaccreditation

June 2019

Cyclist and Pedestrian Crash Injury Numbers

Data Source: Crash Analysis System



Note: *CAS data relates to crashes reported to Police. There will be crashes, particularly minor ones that are not reported. The data is also for the number of crashes not the number of people injured.

Death & Serious Injury crashes on Hastings District Council roads

Data Source: Crash Analysis System

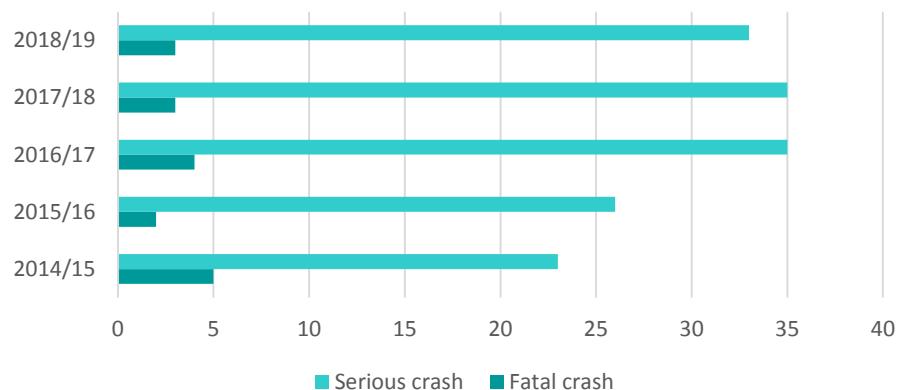


Photo: HDC - Redbridge

Working closely with partners implementing the Hawke's Bay Road Safety Action Plan – ACC, HDC, NZ Police, HBDHB, RoadSafe HB is an important factor that will contribute to improving safe roads.

Goal 4: Safe in my Community

Issues, influences and Factors

- Safety in our community is well supported by Hastings District Council with **City Assist, Skate Park Guardians, Facility Kaitiaki and CCTV**.
- We have worked collaboratively with the Hawke's Bay Safer Communities Regional Group to revamp and redistribute the "Parent Pack" and "Tools for the Teenage years".
- Engagement with community to co-design **community plans** is a key mechanism to identifying and addressing safety issues.
- **Family Harm** and **Suicide Prevention** as listed under "Safe in my home"

Data Sources

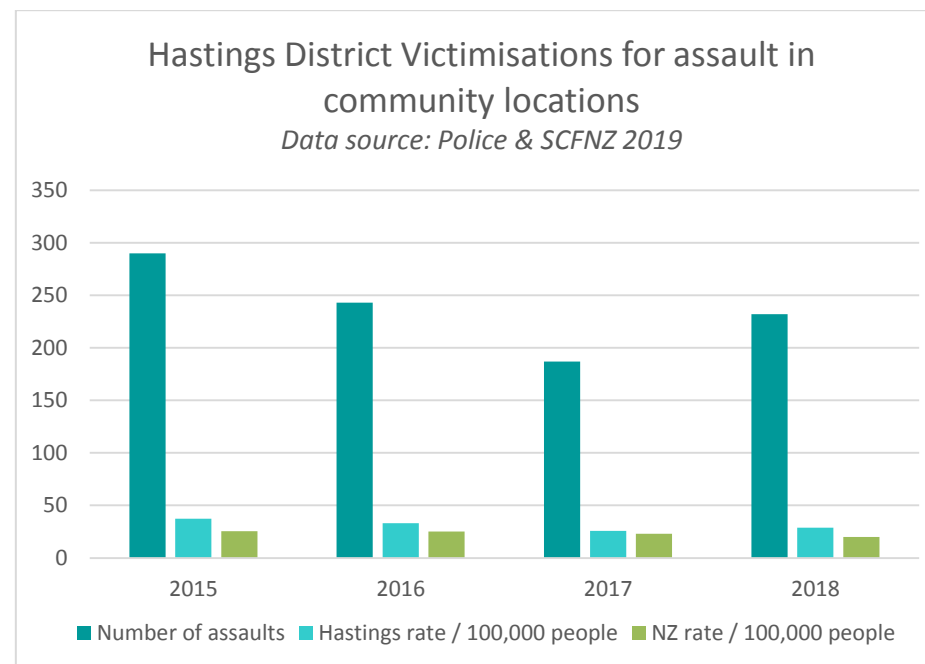
- Safe Communities Foundation New Zealand
- New Zealand Police
- Hastings District Council surveys

Key Trends

Crime prevention activities have helped reduce victimisations for assaults in community locations between 2015 (290 assaults) and 2018 (232 assaults).

The Hastings District Youth Council recently launched youth week with a Friday night youth concert in Albert Square.

Located in the CBD, this is the first time the space has been used for a youth focused concert. The event helped to promote the CBD as a safe place for youth and highlighted the many safety features including bright lighting, open spaces, safe pedestrian access, and staff on the doors of licensed establishments.



"The Hastings Youth Council is really excited to be helping with the redesign of Albert Square and promoting fun, interactive and safe spaces for young people and the community in the CBD". Angela Hughes, Youth Development Coordinator

Goal 5: People are free from addiction related harm

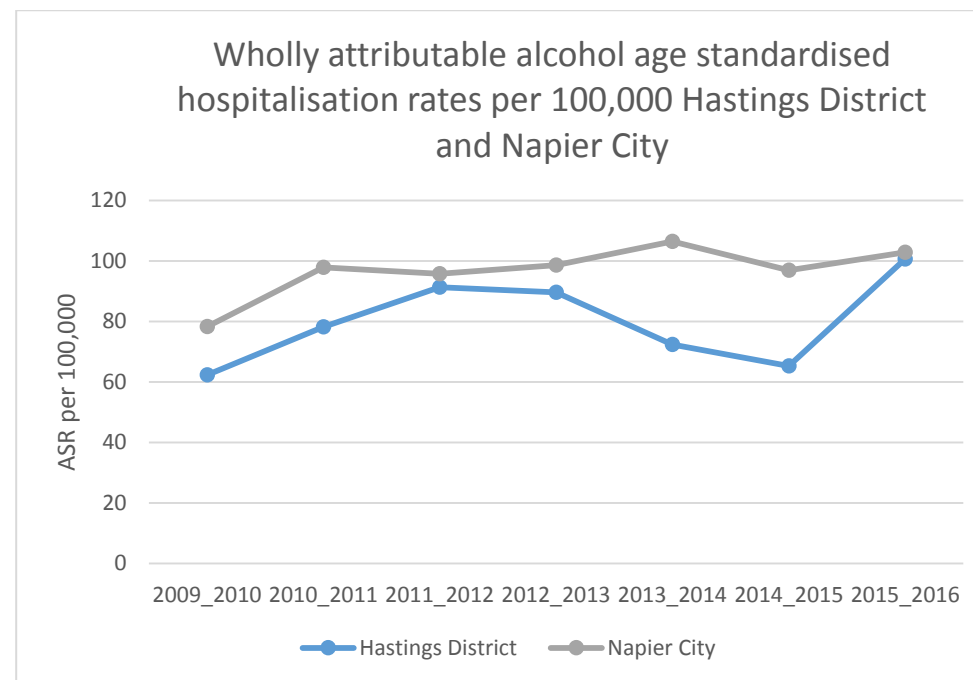
Issues, influences and Factors

- The Hawke's Bay region has one of the highest hazardous drinking rates with **one in four adults a hazardous drinker** (29% compared to nationally 21%). Alcohol related admissions have doubled since 2009.
- We have revised our **Joint Alcohol Strategy** across Hastings District and Napier City Councils (2017-2022) which prioritises how we can support young people, men, Māori and women who may become pregnant and their whānau to reduce harms from alcohol.
- The HBDHB Alcohol Harm Reduction Strategy is being implemented with a focus on young people, unborn babies and health services. The key objectives are to reduce demand, limit availability and everyday exposure to alcohol and providing appropriate and accessible health services.
- Hastings District Council's Community Outcomes: "Regulatory functions which help to prevent harm and help create a safe and healthy environment for people... and which are responsive to community needs."
- Class 4 Gambling Venue Policy considers the social impacts of gambling, restricts the location of new Class 4 venues and caps the number of gaming machines in the Hastings District to 293

Data Sources

- Centre for Public Health Research, Massey University Environmental Indicators Programme 2018.
- New Zealand Health Survey
- Department of Internal Affairs

Key Trends



Data Source: Centre for Public Health Research, Massey University Environmental indicators programme 2018

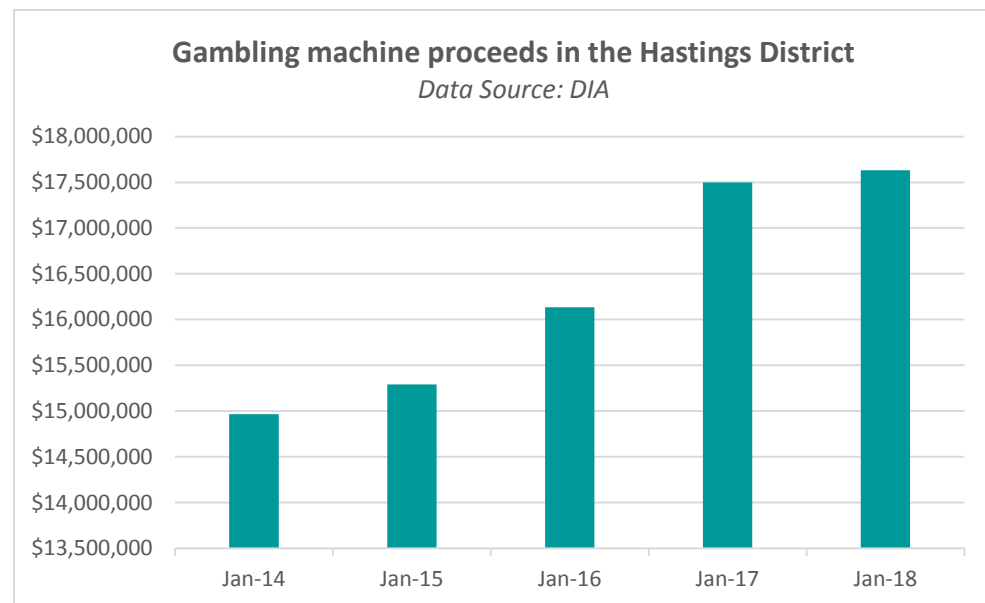
Hastings District wholly attributable alcohol hospitalisation rates have increased 61.3 % from 62.3 per 100,000 population in 2009/2010) to 100.6 per 100,000 in 2015/2016.

Work is underway to create an exciting new brand that will support existing alcohol free events and encourage more events to go alcohol free, or to have an alcohol free zone.

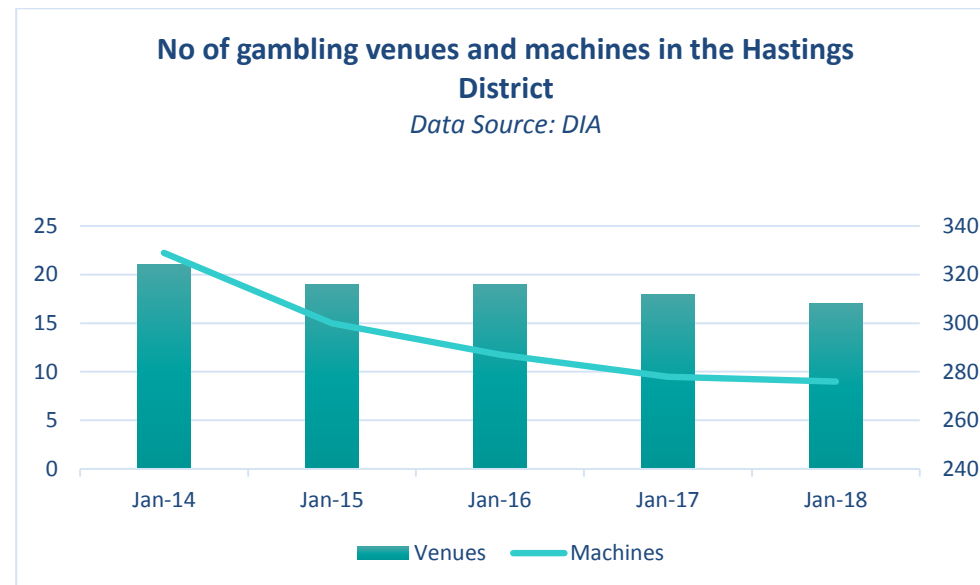
Safe Community Reaccreditation

June 2019

Whilst the number of gambling venues and machines in Hastings has decreased, gambling machine proceeds have increased 18% since 2014.



Hastings District has a joint smokefree policy with Napier City. If we are to reach the 2025 Smokefree target, the number of Hawke's Bay people quitting smoking will need to nearly triple. Smokefree fresh air zones have been introduced in Hastings to maintain a focus on increasing and supporting quit attempts.



**fresh air
zone
SMOKEFREE**

Section 3: Effective Strategies

Intervention Mode Key:

AO	Raising awareness, Changing Attitude	SK	Change in knowledge / skills
BC	Behaviour Change	EC	Environment Change
IC	Intersectoral Collaboration		

Case Study: Goal 1 Connected Agencies and Communities

Intervention Mode: AO, SK, BC, EC, IC

Frequency/Duration: On going

Reach: Community (targeted neighbourhoods)

Initiative/Programme:



Issue Addressed:

Building community resilience, strengthening neighbourhoods in low socio economic streets

Rationale:

Street by Street enables individuals, families and communities to come together in a fun and friendly event right outside their door. It allows the street to develop better relationships with each other and community services with the intent to develop Neighbourhood Support groups, and build greater community connectedness

Goal:

Increase in collaborative projects, Increase in the number of Neighbourhood Support Groups, Increase in the number of households prepared for an emergency

Partners:

Hastings District Council, NZ Police, Fire & Emergency NZ, Hawke's Bay Civil Defence Emergency Management, Inland Revenue Department, Housing NZ, Hawke's Bay District Health Board, Ministry of Social Development.

Describe how the programme/initiatives is based on the proven or promising strategies?

A Safe Community is one in which all sectors of the community work together in a coordinated and collaborative way to promote safety (SCNZ). Safer Hastings through the Street by Street programme, partners with services including Neighbourhood Support NZ to bring people and neighbourhoods together to create a safe, resilient and connected communities.

Safe Community Reaccreditation

June 2019

What did you do?

Following the appointment of a new HDC Community Resilience Coordinator, The Street by Street programme was relaunched in 2018

Street barbeques are held in targeted communities where service partners attend to raise awareness of crime prevention, injury prevention, safety in the home, in our streets and on our roads. Agencies provide details to residents on specific services available in the community.

How well did you do it?

Over the past 12 months, 16 BBQ's have been held in streets in Camberley, Central Hastings, Flaxmere, Mayfair, Mahora, Raureka and Havelock North.

Residents have had the opportunity to speak to our partner agencies and source information relevant to their specific needs.

Appendix IV: Street by Street Survey

Is anyone better off?

The BBQ's have supported neighbours to meet each other, form new relationships and in some instances provided a platform for neighbours to look at forming a Neighbourhood Support group in their street.

The number of households involved in Neighbourhood Support has steadily increased from 538 homes in 2013 to currently just over 3,300!

"Street by Street has given us an excellent opportunity to talk with residents about new government assistance through MSD such as Winter Energy payments in 2018 and more recently trade training assistance through Mana in Mahi. We've also been able to get to know people from other agencies and learn more about what they do to support the community which has been great."

Calvin Robinson, Community Liaison Advisor, MSD



Case Study: Goal 2 Safe in my home

Intervention Mode: AO, SK, BC, EC, IC

Frequency/Duration: On-going

Reach: Couples who are embedded in family violence

Initiative/Programme:

“Te Manu Tu Tuia” (the bird that brings the message)

Issue Addressed:

Healthy safe children and youth, Family harm prevention

Rationale:

About half of all homicides in New Zealand are committed by a family member. Police investigated 118,910 incidents of family violence in 2016 or about one every 5 minutes.

Te Manu Tu Tuia was developed when Flaxmere Neighbourhood Policing Team saw the need to address the high levels of family harm in the Flaxmere community. Partnering with Innov8, who led the family counselling, the Te Manu Tu Tuia programme addresses family violence.

It is the only couples-based course of its type and includes couples’ therapy weekend retreats, follow-up counselling and support network building.

Goal:

A whānau centric family harm reduction programme developed to help couples who are embedded in family violence to work together to address the cycle of violence.

Partners:

Innov8, NZ Police, Hastings District Council

Describe how the programme/initiatives is based on the proven or promising strategies?

Family violence is a health issue that occurs globally. Violence and abuse in families can have damaging cumulative physical and mental health effects that can last for many years after the abuse has ended.

47% of all homicide deaths in NZ are family related. A third of women experience physical and/or sexual abuse from a partner in their lifetime. Family harm victimisations in Hawke’s Bay is higher than the national average.

Family Violence intervention strategies are currently distributed across multiple government agencies, Iwi and communities. Safer Hastings supports organisations who are actively striving to reduce family harm.

What did you do?

The three-month course is structured to move participants through shame to being empowered to regain their mana and develop their own whānau plans. It involves group and private sessions which help them own their history and issues. It also includes children/parent wānanga camp – “Voice of the Children” (component two of the programme).

How well did you do it?

The 37 couples who have taken part have 102 tamariki between them. They collectively had more than 1092 family harm incidents, many interactions with Oranga Tamariki, and most had contact with Probation. It now also involves tamariki and wider whānau to help break the intergenerational cycle.

Seven Hastings and Flaxmere couples attended a whānau weekend with their children aged between 5 – 16 years. Three months after the camp, 80% of the families had completed new whānau plans, all of which continued to involve the views and wishes of their tamariki.

Is anyone better off?

Since 2015, 37 families have participated in the programme:

- 69% of families are now violence-free;
- there has been a 57% reduction in Police calls to participants’ homes;
- 21 couples have had no more contact with Police
- 11 have experienced a decrease in the level of violence.
- After completing the course, 46% of participants are employed, up from 8% pre course. Another 8% are doing further training.

Case Study: Goal 3 Safe Roads

Intervention Mode: AO, BC, IC

Frequency/Duration: On going

Reach: Target population young drivers 16-24 years old

Initiative/Programme:

Driver Licencing Symposium

Issue Addressed:

Reduction in crashes resulting in injury.

Rationale:

A small steering group with an interest in Driver Licencing in Hawke's Bay decided to hold a Driver Licence Symposium in Hastings aimed to bring together all the known Driver Licencing providers in Hawke's Bay as well as inviting those Government and non-government organisations whose strategies had definitive links to road safety.

Goal:

Driver Licencing for young people - reducing the barriers to obtaining a driver licence where everyone who wants a full driver licence in Hastings and the wider Hawke's Bay will have the resources available to them.

Partners:

CYE – Connecting for Youth Employment; NZ Police – Roothing Team; Accident Compensation Corporation; Ministry of Social Development; Hastings District Council; Safer Hastings; Te Taiwhenua o Heretaunga; Te Puni Kōkiri.

Describe how the programme/initiatives is based on the proven or promising strategies?

This initiative is linked to the Matariki - Hawke's Bay Regional Economic Development Strategy (REDS) which has as part of its Action Plan the goal that "Every household and every whānau is actively engaged in, contributing to and benefitting from a thriving Hawke's Bay Economy".

Action 2.4 states: Increase the number of young people with driver licences to ensure more are eligible for employment.

What did you do?

The Symposium provided an opportunity for providers to voice their issues and concerns; to brainstorm possible solutions to their problems and to hear about the new resources being developed in this space.

It was also an opportunity to discuss sustainable funding sources.

Rhys Gardiner was our guest and he demonstrated the Driving Simulator – a resource he has developed for young people. This is an interactive simulator where students sit behind a screen

and simulate the driving experience on a variety of roads and environments to test their knowledge and reaction times.

How well did you do it?

Forty people attended the symposium including Driver Licence Providers, Police, Ministry of Education, Te Puni Kōkiri, Ministry of Social Development, Te Taiwhenua o Heretaunga, ACC, CYE- Connecting for Youth Employment, Hastings District Council – Safer Hastings personnel, Got Drive, Formula Driving, Business Hawke’s Bay and Hawke’s Bay Regional Council.

We received positive verbal feedback from the participants.

We have formed an enlarged steering group who are tasked with progressing the funding issue and producing a resource on what a good driver licencing provider looks like.

The Symposium will be an annual event.

Is anyone better off?

The Symposium brought together all those working in the Driver Licencing space and the fact that they could come together to get support from one another was a huge bonus. They needed to know that they were being supported.

The DRIVE Community Toolkit has been well received and is used widely.

The Provider resource will be trialed and it is hoped that this will bring consistency.



Case Study: Goal 4 Safe in my Community

Intervention Mode: AO, SK, BC, EC, IC

Frequency/Duration: On-going

Reach: Community wide especially whānau, parents and caregivers of teenagers

Initiative/Programme:

Tools for the Teenage Years

Issue Addressed:

Family Harm prevention, Suicide prevention, Safety in public places

Rationale:

Navigating life can be very difficult for teenagers and their parents. Parent Packs were available to whānau in Hastings and Napier providing information of services available and advice for the teenage years but this resource had become outdated.

Safer Communities in Hastings, Napier, CHB and Wairoa recognized the importance in helping teenagers, parents and whānau get through these tricky teenage years and identified that a more up to date resource was needed.

Goal:

To provide Hawke's Bay region teenagers, parents and whānau with a resource that gives advice, inspiration, ideas and information to help guide teenagers through any tough teenage times.

Partners:

Hawke's Bay Safer Communities Regional Group (Hastings District Council, Central Hawke's Bay District Council, Napier City Council, Wairoa District Council, Health Promotion Agency, Northland District DHB, Toi Te Ora, local young people and service providers.

Describe how the programme/initiatives is based on the proven or promising strategies?

Consultation and collaboration - This resource was developed with consultation from parents and teenagers from a diverse range of backgrounds and cultures living in Hawke's Bay. Collaborating with other Councils and service providers also helped in the development of this resource.

Current social issues – With the previous information packs being outdated, a more revised resource was developed which included up to date information on current social issues affecting teenagers. These were gained from recent findings such as alcohol harm scoping reports.

What did you do?

The booklet Tools for Teenage Years was developed through:

- Consultations and feedback from teens and parents
- Focus groups informing the content of the booklet
- Topics, designs and imagery from local youth input

- Support services consultation

The booklet was released in January 2018 to service providers who work with teens and parents. A wallet card was also developed to promote the on-line booklet on Council's websites.

How well did you do it?

The resource is a result of collaboration and regional leadership between the four Hawke's Bay Council's and Safer Communities teams. It includes more up to date information especially relevant to teenagers and whānau to guide young people through challenging years. It covers topics such as:

- Alcohol and drugs
- Intimate relationships
- Bullying
- Cyber safety

Is anyone better off?

This booklet is the only one of its kind available in the Hawke's Bay. It is available from Council's, service providers and online.

Feedback on the booklet has been overwhelmingly positive from both parents and teenagers.

"Much of the information is common sense, really, but it's reassuring to have these reminders, particularly what age's kids legally can and can't do particular things." (feedback from parent of teenagers)

"It has covered everything a parent or caregiver would need to help them understand and be able to communicate better with their teen." (teenager feedback)



Case Study: Goal 5 People are free from Addiction Related Harm

Intervention Mode: AO, SK, BC, IC

Frequency/Duration: On going

Reach: Whole population particularly young women aged 18-30years old

Initiative/Programme:

Pre-Testie Bestie

Issue Addressed:

Responsible drinking at events, Reduced availability of alcohol

Rationale:

Alcohol use in pregnancy has long been recognised as harmful to the developing foetus, impacting health outcomes across the lifespan. Children who have been exposed to alcohol in utero may be diagnosed with Foetal Alcohol Spectrum disorder (FASD). FASD has detrimental effects on a person's ability to learn and live independently.

Two out of every five babies born each year in NZ are a result of an unplanned pregnancy. Approximately half of women drink alcohol in early pregnancy before they know they are pregnant, inadvertently exposing their developing baby to risk. In Hawke's Bay, alcohol contributes towards many health and social concerns and we are seeing levels of hazardous drinking at higher levels than seen elsewhere in New Zealand.

The Pre-Testie Bestie campaign encourages women to stop drinking alcohol if there is any chance they could be pregnant.

Goal:

The goal of the Pre-Testie Bestie campaign is to reduce alcohol consumption during early pregnancy by encouraging women to stop drinking if they think they might be pregnant. The campaign targets young women and their friends (aged 18-30).

Partners:

Hawke's Bay District Health Board partners with Health Promotion Agency, Directions Youth Health Centre and Eastern Institute of Technology (EIT).

Describe how the programme/initiatives is based on the proven or promising strategies?

The Health Promotion Agency (HPA) run regular national campaigns promoting alcohol-free pregnancies. One of these campaigns is the 'Pre-testie Bestie' campaign, as part of the *Don't Know? Don't Drink* campaign that aims to reduce alcohol consumption.

Alcohol use in pregnancy is a priority focus area for the Hawke's Bay District Health Board, as outlined in its Alcohol Harm Reduction Strategy and women who are, or may become pregnant is a priority group in the Napier City and Hastings District Councils' Joint Alcohol Strategy.

What did you do?

The Pre-Testie Bestie campaign promotes health messages to stop drinking alcohol if there is a chance a woman may be pregnant. During the campaign, a number of activities were planned and included:

Advertising – on back of buses and at bus stops, billboards, in bar's throughout Hawke's Bay, and at Eastern Institute of Technology's campus.

On line advertising through Facebook.

Health promotion activities - Development and distribution of appropriate resources and promotion of the campaign at events.

How well did you do it?

In Hawke's Bay, the campaign received widespread support and was popular with the target group. Humour and the celebration of female friendship are strong themes and have worked well in the alcohol and pregnancy space. The resources have been very popular and provide the opportunity to give away a useful resource that will help to extend the campaign.

Is anyone better off?

In comparison to the national survey responses, Hawke's Bay respondents would be more likely to stop drinking if they thought they might be pregnant since seeing the 'Pre-Testie Bestie' campaign. Also a higher proportion of Hawke's Bay respondents would be more likely to support someone else to stop drinking alcohol if they thought they might be pregnant.

Further initiatives have been developed to support reducing alcohol including:

- Alcohol screening and brief intervention training for Hawke's Bay maternity and primary health sector staff
- A redesign of the 'Top Five for my Baby to Thrive' campaign to include 'alcohol-free'
- Improved collection and collation of alcohol use in early pregnancy data
- Stocktake of alcohol use in pregnancy curriculum taught in Hawke's Bay schools
- A new Sexual and Reproductive Health Plan for Hawke's Bay.



Section 4: Shared Learnings

A summary of the key achievements in our Safe Community Journey

Safe Community Accreditation

Hastings was successfully designated as the 311th World Health Organisation Safe Community on the 11 March 2013 with over 41 voluntary organisation supporting the application.

Hastings District Council Support and Leadership

Safer Hastings lead organisation is the Hastings District Council, over the past five years the Council has shown their leadership in many ways but notably by:

1. Funding a coordinator position embedded within a wider approach to a Safe Community.
2. Providing Chairmanship which evolving starting with a Community person and now a Councillor, therefore having an involved advocate at the decision making table at Council.

Dedication to Collaboration

There has been a steady increase of membership of key partners to align with regional wide and local priorities and widening the reach within the community. Partnerships between various levels of government, non-governmental organisations and our communities highlights the importance of the multileveled approach to ensure a safe community.

Community engagement

The Safer Hastings collective engages with all levels of the community and priorities are a reflection of various forms of community engagement. Hastings is a wide spread diverse community with innovative approaches to engagement which some have been referenced earlier in the document and include, Street by street, Neighbourhood Support, Community Plans, Civil Defence Community workshops and a community mobile BBQ unit affectionately known as Tunu.

Evaluation as a tool to achieve continuous improvement

In the 2014 Annual Report, the term “**Drill down to Build up**” was coined in the Safer Hastings approach to service the community. Evaluation is a key tool to ensure that we when we build up it is evidence based to drill down to the community.

Partners report back annually on those programmes and projects that contribute to Safer Hastings goals using the Results Based Accountability framework. Evaluation aligns with implementation plans to assist in monitoring programme effectiveness and assess progress towards desired outcomes.

Continuous achievement is achieved when there is an increase in collaborative projects, the number of engagements and the results from the Annual Coalition Survey results.

Safe Community Reaccreditation

June 2019

Communication modes

In 2015, a Situational Analysis¹³ of the current communication environments of Safer Hastings identified the Strengths, Weaknesses, Opportunities and Threats to inform a Communication Plan.

Four communications objectives were identified:

1. Provide regular information to existing participating stakeholders
2. Provide information to influential stakeholders that would benefit Safer Hastings
3. Encourage new stakeholders
4. Provide information to the general Hastings public about Safer Hastings activities and progress on achieving the goal of making Hastings a safe and healthy district.

The communication modes that were identified include:

Emails, Reports, Project updates, Fact sheets, Workshop presentations, Newspaper articles and the Hastings District Council website displaying Safer Hastings reports.

Sharing our Experiences

Sharing our experiences to date overlap with our communication modes, and includes:

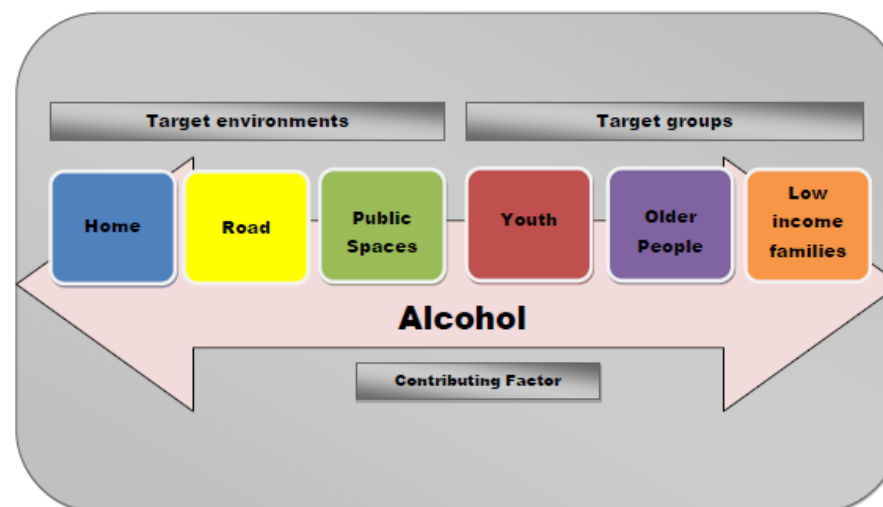
- Facebook
- a newspaper leaflet called My Voice
- Safer Hastings newsletter for the community

- My Hastings publication
- Business resilience flyer drop in the CBD.

Our relationships and interaction with local and regional networks

The accreditation application document informed the development of the Strategic Plan and the 2013 – 2018 Implementation Plan.

At this time, Safer Hastings had four goals, based on our strategic focus as shown in the diagram below.



¹³ Appendix VII 2015 Situational Analysis

Safe Community Reaccreditation

June 2019

The goals were:

- Goal 1: Hastings has supportive and connected communities and agencies
- Goal 2: Homes in the Hastings District are safe and healthy
- Goal 3: Roads in the Hastings District are safe
- Goal 4: Public spaces in the Hastings District are used freely without fear

Our target population groups were:

- Young people (aged 16-24)
- Older people (aged 65+)
- Low income families with dependent children

Alcohol was acknowledged as a contributing factor in some of the accidents that occurred for these groups, or in these environments.

By 2014, the Safer Hastings coalition had grown to 24 organisations. To ensure the work of Safer Hastings addressed “real issues” and continued to build strong connections with the community, 4 Focus Groups were created, being:

1. Child, Youth & Family
2. Older People and Housing
3. Community Resilience and Connection
4. Resourcing and Accountability

Through these Focus Groups, SHSG looked to better understand evidence-based community needs, worked to mitigate funding constraints through encouraging collaboration, reduced community group isolation and identified what worked best in the Hastings District to produce best outcomes for Hastings residents.

Safer Hastings Group meetings were ‘open’ with interested and/or concerned stakeholders welcome to attend one or more of the monthly meetings and become involved as issues of concern and particular priority areas were being discussed. An example of this was in 2014 when the HBDHB Suicide Prevention Coordinator provided the Group with additional insight and context to their understanding of the priority area of suicide and steps taken to address this.

Appendix I: Terms of Reference



Terms of Reference for the Safer Hastings Strategy and Implementation Group August 2013

1. Definition

The Terms of Reference (TOR) sets out how the Safer Hastings Strategy and Implementation Group (The Group) will operate and for what purpose.

2. Introduction

The Safe Communities programme was initiated in Sweden and is administered in this country by the Safe Communities Foundation New Zealand. The aim is to build partnerships which will enable the creation of safer public places and thereby, protection for the community. The partnerships will help create initiatives that:

- improve crime prevention
- improve road safety
- prevent injury from falls
- minimise the misuse of alcohol
- promote safety in the workplace, in the home, in the water and by design

3. Members Defined

The Group members are defined as key officers of local and central government agencies and non-government agencies (NGOs). These include, but are not limited to, representatives from:

ACC	Health Hawke's Bay
Department of Internal Affairs	Te Puni Kōkiri
Hawke's Bay District Health Board	RoadSafe Hawke's Bay
Hastings District Council	Hawke's Bay Youth Health Trust T/A Directions Youth Health Centre.
NZ Police	Ministry of Social Development
NZ Fire Service	New Zealand Red Cross
Te Taihenua o Heretaunga	Plunket
NZTA	

Members from other relevant agencies can join by invitation of, or by request to, The Group. Representatives of other groups can be invited to participate in meetings, activities or working groups as and when desired.

Appendix I: Terms of Reference

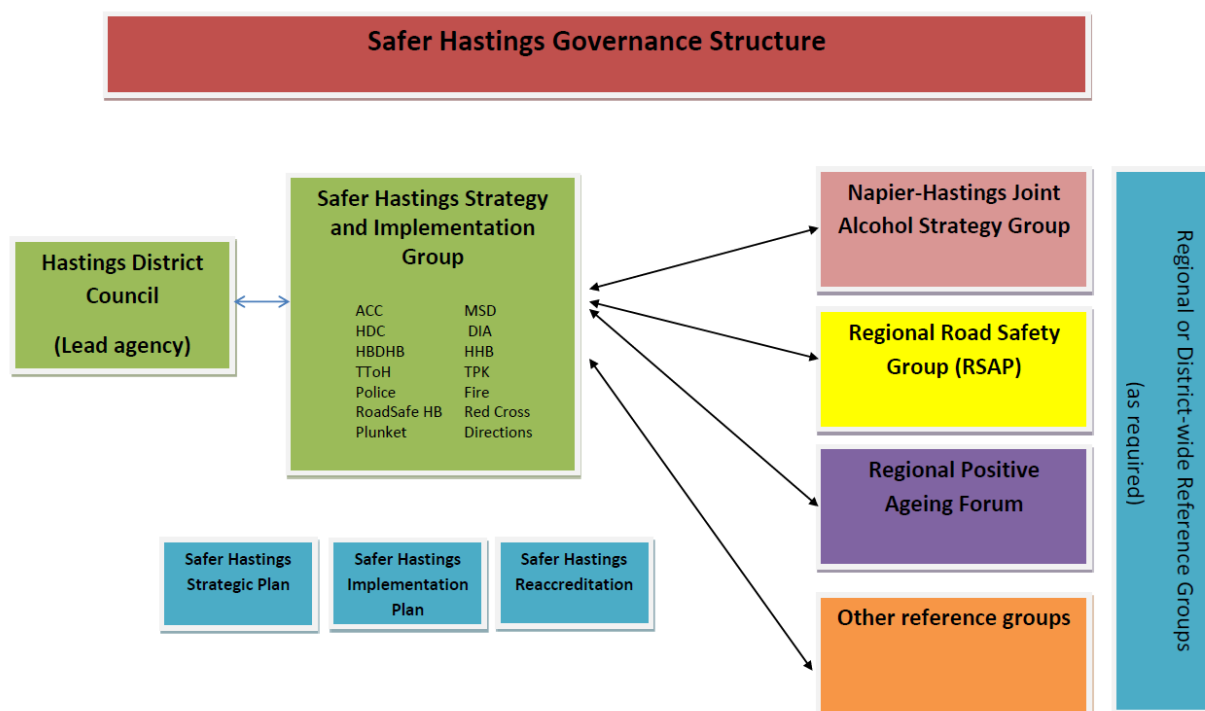
Purpose

Members are collectively committed to working together to improve community safety and injury prevention for the Hastings District. This will include sharing information on priorities, activities and results as well as joint strategic planning and action to achieve shared objectives.

The Group is responsible for developing the Strategic and Implementation Plan (the Plan) for Safer Hastings, and for creating annual reports for Safe Communities New Zealand. The Plan is the governing document for Safer Hastings as a WHO Safe Community. The Group is also responsible for seeking re-accreditation as a Safe Community in 2018.

4. Governance

The Governance Structure for the Safer Hastings is below. Hastings District Council is the lead agency for Safer Hastings, and Dennis Morgan, Group Manager: Strategy and Development is the project sponsor.



5. Approach

- **Respect**- each member is to demonstrate due consideration for all other signatories and their delegates.
- **Professional Conduct** - all members will act with integrity and a professional manner.
- **Contribution** - each member will make a determined effort to utilise resources within their control to implement community safety and injury prevention outcomes and contribute to collaborative work where appropriate.
- **Innovation** - each member will seek innovative solutions to improve community safety and injury prevention outcomes.

Appendix I: Terms of Reference

- **Commitment** – each member will ensure that at least one representative from their organisation or an informed colleague designated to do so attend at least eighty percent of the Group's meetings.

6. Principles

- **Collaboration** – members will share information on what they and others are doing that contribute to improving community safety and injury prevention in Hastings District, and seek opportunities for alignment of, or collaboration on, activities.
- **Communication** – each member will set up a mechanism to share information from The Group to their own organisation about community safety and injury prevention initiatives and projects.
- **Transparency** – wherever practical, the Group will seek to ensure that the activities of Safer Hastings are shared widely, through communication to service provider networks and where appropriate media releases.
- **Consultation** – the Implementation Group will seek to involve those with a particular interest as and when appropriate, particularly mana whenua in developing the strategy for the Group and in the implementation of Safer Hastings programmes.

7. Monitoring and Reporting

Each member will identify work that is contributing to particular community safety and injury prevention areas that has produced measurable results / achievements

Members will identify networks that would be useful to keep informed of Safer Hastings' work or information

Hastings District Council communications staff will assist in developing and disseminating media releases.

Joint media releases will be discussed (at meetings or via email) with the Implementation Group prior to release.

8. Meetings

The Safer Hastings Strategic and Implementation Group shall meet monthly, but not less than 8 times in a calendar year.

Not more than four times a year the meeting will have a strategic focus, to which strategic partners will be expected to attend. These meetings will focus on the strategic direction, collaboration and information sharing of the partnership.

The meetings shall be minuted. Hastings District Council will provide administration support for the meetings.

The meetings shall be chaired by Hastings District Council.

There is no limit to the number of organisations who may be represented at the meetings. Any organisation working in the Hastings District in the areas of community safety and injury prevention are welcome to participate.

Voting. Should the need for a vote arise, only those parties defined in this document may vote. Each organisation has one vote each.

Appendix I: Terms of Reference

Quorum. A meeting shall be quorate if any four of the member organisations are present, including Hastings District Council.

9. Duration of the TOR

The Implementation Group will continue in perpetuity from the day of signing this document until such time that it is disbanded by mutual or majority agreement among remaining members.

10. Termination Clause

Any member can terminate their commitment to the TOR at any time. They would be expected to provide notice of termination to their fellow members.

11. Context

The TOR is not a legal document but a mutual agreement of intent.



Memorandum of Understanding for the Safer Hastings Partnership August 2013

1. Definition

A memorandum of understanding (MOU) is an agreement between parties that sets the terms of how they will conduct themselves towards each other and for what purposes.

2. Parties Defined

Parties are defined as:

- Hastings District Council
- New Zealand Police – Hawke’s Bay
- ACC – Injury Prevention
- Hawke’s Bay District Health Board
- Ministry Of Social Development
- Health Hawke’s Bay
- New Zealand Fire Service – Eastern
- New Zealand Red Cross
- Plunket – Hawke’s Bay
- Hawke’s Bay Youth Health Trust T/A Directions Youth Health Centre
- Te Taiwhenua o Heretaunga
- NZTA
- RoadSafe Hawke’s Bay
- Department for Internal Affairs
- Te Puni Kōkiri
- Child, Youth and Families
- Housing New Zealand

3. Introduction

Hastings District received World Health Organisation Safe Communities Accreditation on 11 March 2013. Hastings is the 311th community in the world to receive Safe Communities Accreditation. The Safe Community’s programme was initiated in Sweden and is administered in this country by the Safe Communities Foundation New Zealand. The aim is to build partnerships which will enable the creation of safer public places and thereby, protection for the community. The partnerships will help create initiatives that: improve crime prevention

- improve road safety
- prevent injury from falls
- minimise the misuse of alcohol
- promote safety in the workplace, in the home, in the water and by design

Appendix II: Memorandum of Understanding

4. Purpose

The Safer Hastings Partnership is made up of a diverse group of government and non-government agencies, with a wide network of supporting organisations, all working together to improve community safety and injury prevention in the Hastings District. Some organisations are strategic partners, concerned with the overall direction, collaboration and information sharing within the partnership; others are implementation partners, concerned with the delivery of projects within the Safer Hastings partnership.

This MOU provides a framework for all parties to agree to the partnership approach towards community safety and injury prevention for the Hastings District.

This Memorandum records the intention of all parties to work in association towards achieving the outcomes agreed.

5. Terms of the Relationship

- a. All parties agree to act in accordance with the principles of the Memorandum.
- b. All parties agree to participate in the relationship in a collaborative manner.
- c. All parties agree to nominate an alternative member if the regular member is not available for meeting attendance and/or task commitments

6. Principles

- a. Integrity – All parties will treat each other with the utmost respect, honesty and fairness.
- b. Confidentiality – All parties agree that any information disclosed whether verbally, written or otherwise, shall remain confidential and will not be copied or used in any way that is detrimental to any party.

7. Specifics

The outcome of this Memorandum of Understanding will be a collaborative approach to community safety and injury prevention, and re-accreditation as a WHO Safe Community in 2018.

8. Meetings

The Safer Hastings Strategic and Implementation Group (the Group) shall meet monthly, but not less than 8 times in a calendar year. Details of how meetings shall be conducted are laid out in the Terms of Reference for the Group.

9. Termination of Clause

Each party can terminate their subscription to the Memorandum of Understanding at any time. Notice of termination must be made in writing and signed by the party member.

10. Contest

The Memorandum of Understanding is not a legal document but a mutual agreement of intent.

11. Signing Parties

Appendix II: Memorandum of Understanding



Hastings District Council



ACC



Health Hawke's Bay



Hawke's Bay District Health Board



New Zealand Police



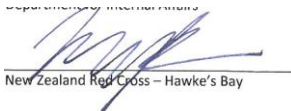
New Zealand Fire Service – Eastern



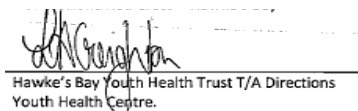
Department for Internal Affairs



Ministry of Social Development


New Zealand Red Cross – Hawke's Bay

New Zealand Red Cross


Hawke's Bay Youth Health Trust T/A Directions
Youth Health Centre.

Hawke's Bay Youth Health Trust T/A Directions
Youth Health Centre.



Plunket – Hawke's Bay



RoadSafe Hawke's Bay


Roger

Te Puni Kōkiri



Te Taiwhenua o Heretaunga

NZTA

Child, Youth and Families

Appendix II: Memorandum of Understanding

NZTA


Housing New Zealand

This Memorandum of Understanding Agreement is entered into and is effective as at _____ (date)



Terms of Reference for the Safer Hastings Strategy Group 2016-2018

12. Definition

The Terms of Reference (TOR) sets out how the Safer Hastings Strategy and Implementation Group (The Group) will operate and for what purpose.

13. Introduction

Hastings District received World Health Organisation Safe Communities Accreditation on 11 March 2013. The partnerships will help create initiatives that:

- improve crime prevention
- improve road safety
- prevent injury from falls
- minimise the misuse of alcohol
- promote safety in the workplace, in the home, in the water and by design
- address any emerging issues around safety and well being

14. Members Defined

The Group members are defined as key officers of local and central government agencies and non-government agencies (NGOs). These include, but are not limited to, representatives from:

<ul style="list-style-type: none">• Hastings District Council• New Zealand Police• ACC – Injury Prevention• Hawke's Bay District Health Board• Ministry Of Social Development• Health Hawke's Bay• New Zealand Fire Service• New Zealand Red Cross• Plunket – Hawke's Bay• The U Turn Trust	<ul style="list-style-type: none">• Directions Youth Health Centre• Te Taiwhenua o Heretaunga• RoadSafe Hawke's Bay• Department for Internal Affairs• Te Puni Kokiri• Housing New Zealand• Te Kupenga Hauora Ahuriri• Presbyterian Support East Coast• Sport Hawke's Bay• Department of Internal Affairs
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Members from other relevant agencies can join by invitation of, or by request to, The Group. Representatives of other groups can be invited to participate in meetings, activities or working groups as and when desired.

Appendix III: Terms of Reference 2016

15. Purpose

Members are collectively committed to working together to improve community safety and injury prevention for the Hastings District. This will include sharing information on priorities, activities and results as well as joint strategic planning and action to achieve shared objectives.

The Group is responsible for developing the Strategic and Implementation Plan (the Plan) for Safer Hastings, and for creating annual reports for Safe Communities New Zealand. The Group is also responsible for seeking re-accreditation as a Safe Community in 2018.

16. Governance

The Governance Structure for the Safer Hastings is below. Hastings District Council is the lead agency for Safer Hastings.

17. Approach

- **Respect**- each member is to demonstrate due consideration for all other signatories and their delegates.
- **Professional Conduct** - all members will act with integrity and a professional manner.
- **Contribution** - each member will make a determined effort to utilise resources within their control to implement community safety and injury prevention outcomes and contribute to collaborative work where appropriate.
- **Innovation** - each member will seek innovative solutions to improve community safety and injury prevention outcomes.
- **Commitment** – each member will ensure that at least one representative from their organisation or an informed colleague designated to do so attend at least eighty percent of the Group’s meetings.

18. Principles

- **Collaboration** – members will share information on what they and others are doing that contribute to improving community safety and injury prevention in Hastings District, and seek opportunities for alignment of, or collaboration on, activities.
- **Communication** – each member will set up a mechanism to share information from The Group to their own organisation about community safety and injury prevention initiatives and projects.
- **Transparency** – wherever practical, the Group will seek to ensure that the activities of Safer Hastings are shared widely, through communication to service provider networks and where appropriate media releases.
- **Consultation** – the Implementation Group will seek to involve those with a particular interest as and when appropriate, particularly mana whenua in developing the strategy for the Group and in the implementation of Safer Hastings programmes.

19. Monitoring and Reporting

Each member will identify work that is contributing to particular community safety and injury prevention areas. Members will report to SHSG using RBA framework and agreed templates.

Appendix III: Terms of Reference 2016

Members will identify networks that would be useful to keep informed of Safer Hastings' work or information.

Hastings District Council communications staff will assist in developing and disseminating media releases.

Joint media releases will be discussed (at meetings or via email) with the Strategy Group prior to release.

20. Meetings

The Safer Hastings Strategic and Implementation Group shall meet bi-monthly.

Hastings District Council will provide administration support for the meetings.

The position of Chair will be reviewed annually.

There is no limit to the number of organisations who may be represented at the meetings. Any organisation working in the Hastings District in the areas of community safety and injury prevention are welcome to participate.

Voting. Should the need for a vote arise, only those parties defined in this document may vote. Each organisation has one vote each.

Quorum. A meeting shall be quorate if any four of the member organisations are present, including Hastings District Council.

21. Duration of the TOR

The Strategy Group will continue in perpetuity from the day of signing this document until such time that it is disbanded by mutual or majority agreement among remaining members.

22. Termination Clause

Any member can terminate their commitment to the TOR at any time. They would be expected to provide notice of termination to their fellow members.

23. Context

The TOR is not a legal document but a mutual agreement of intent.

Appendix IV: Safer Hastings Partners

Lead Agency

Hastings District Council

Involvement

Chairmanship, Employment of Safer Hastings Coordinator, Community Plans, Communication & Marketing support, resource collateral

Local Organisations

Age Concern Flaxmere, Hawke's Bay, Havelock North

Older Persons Focus Group, project support

Amputee Society of East Coast / HB Inc

Disability Reference Group

Brain Injury HB

Disability Reference Group, Project Work

Community Plans

Project Work

Dad's HB

Project Work

Dementia Hawke's Bay

Older Persons Focus Group, Disability Reference Group

Directions Youth Health Centre

Strategic Group

Disability Resource Centre

Disability Reference Group

Hastings Women's Refuge

Family Harm Focus Group*

Hawke's Bay Civil Defence Emergency Management Group

Strategic Group, Community Resilience Focus Group

Hawke's Bay District Health Board

Strategic Group, Community Resilience Focus Group, Older Persons Focus Group, Family Harm Focus Group*

Hawke's Bay Multicultural Association

Project support

Hawke's Bay Ostomy Support

Disability Reference Group

Hawke's Bay Prisoner Aid Rehabilitation Service

Community Resilience Focus Group

Health Hawke's Bay

Strategic Group

Heretaunga Seniors

Older Persons Focus Group

NASC Hawke's Bay

Older Persons Focus Group

Presbyterian Support East Coast Services (Enliven, Family Works)

Older Persons Focus Group, Disability Reference Group

RoadSafe Hawke's Bay

Strategic Group, Road Safety Focus Group*

Sport Hawke's Bay

Strategic Group, Community Resilience Focus Group, Older Persons Focus Group, Road Safety Focus Group*

Te Kupenga Hauora Ahuriri

Strategic Group, Disability Reference Group

Te Rangihaeata Oranga Trust

Strategic Group, Addiction Focus Group*

Te Taiwhenua o Heretaunga

Strategic Group

Te Whare Whānau Purotu Inc (Hastings Māori Women's Refuge)

Family Harm Focus Group*

Volunteering Hawke's Bay

Strategic Group, Community Resilience Focus Group, Older Persons Focus Group

Appendix IV: Safer Hastings Partners

Wharariki Trust

Strategic Group

National Organisations

Accident Compensation Corporation

Strategic Group, Reaccreditation working group, Older Persons Focus Group, project support

BestStart Educare (Hawke's Bay)

Strategic Group

Blind Foundation

Disability Reference Group

CCS Disability

Disability Reference Group

Department of Corrections

Strategic Group

Department of Internal Affairs

Strategic Group

Elections

Project Support

Emerge Aotearoa

Older Persons Focus Group, Addiction focus group*

Fire and Emergency New Zealand (Area 11 – Hawke's Bay)

Strategic Group, Community Resilience Focus Group, Older Persons Focus Group

Health Promotion Agency

Project support, Disability Reference Group, Older Persons Focus Group

Housing New Zealand

Strategic Group, Community Resilience Focus Group

Inland Revenue Department

Project Support

Ministry of Education

Project Work

Ministry of Social Development

Strategic Group, Disability Reference Group, Community Resilience Focus Group

New Zealand Police (Eastern)

Strategic Group, Community Resilience Focus Group, Older Persons Focus Group, Family Harm Focus Group*

New Zealand Red Cross (Hawke's Bay)

Strategic Group, Community Resilience Focus Group, Older Persons Focus Group

New Zealand Transport Authority

Strategic Group, Road Safety Focus Group*

Options

Disability Reference Group

Oranga Tamariki

Strategic Group

Plunket

Strategic Group

Te Puni Kōkiri

Strategic Group, Older Persons Focus Group

Workbridge

Disability Reference Group

*Under development 2019

Appendix V: Maraekakaho Community Plan Objectives




INTEREST GROUP OBJECTIVES






1. Roading <ul style="list-style-type: none"> Enhance road safety for all users including vehicles, pedestrians, cyclists and horse riders. Ensure our roads and their shoulders/barms/yellowways connect our community. Future proof roading to allow for future community expansion and needs. 	2. Connecting the Maraekakaho Community <ul style="list-style-type: none"> Bring our unique rural community together to foster community spirit, build relationships and improve connectedness and enhance community health and well being. 	3. Community Facilities <ul style="list-style-type: none"> Ensure appropriate local facilities are available, accessible, and welcoming for community use. 	4. River and Waterways <ul style="list-style-type: none"> Advocate for the Ngaruro River and local feeder streams. Enhance and develop river recreation activities for a broad base of recreation groups. Encourage and actively participate in beautification, enhancement, planting and sustainability initiatives with regards local waterways. 	5. History & Heritage <ul style="list-style-type: none"> To preserve and enhance local historic sites and encourage protection and record keeping of local history. 	6. Safety and Security <ul style="list-style-type: none"> Maintain current low levels of reported crime and minimise growth in crime and/or antisocial behaviour. 	7. Health and Wellbeing <ul style="list-style-type: none"> Increase awareness of and action on: <ul style="list-style-type: none"> Mental health Physical health Connectedness 	8. Emergency Preparedness <ul style="list-style-type: none"> Improve the overall preparedness of our community and ability to respond and recover from emergencies and adverse events.
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Want to get involved?

Contact Focus Maraekakaho at admin@focusmkk.org.nz or visit our [Facebook page](#) or call Focus Maraekakaho Chairman Charlie Bogard on 027 240 8294





Appendix VI: Street by Street Survey

COMMUNITY SURVEY



If you wish to discuss this survey further,
please contact:

John Roberts (JR)
Community Resilience Coordinator
Hastings District Council
Phone: (06) 871 5000
Mobile: 027 5461626
Email: johnr@hdc.govt.nz



*This survey is voluntary and confidential. Summary results
of this survey will be used to assist participants*

YOU AND YOUR NEIGHBOURHOOD

Can you please tell me the good things about living in your street?

.....

.....

.....

Can you please tell me the not so good things about living in your street?

.....

.....

.....

Do you have any suggestions for improvements in or around your street?

E.g. Lighting / Rubbish clean-up / Trees / Traffic issues / Footpaths/Removal of Graffiti

.....

.....

Is there a Neighbourhood Support Group in your area / street? (Please tick circle)

YES ☐ NO ☐

If NO: Would you like a neighborhood support group in your area / street?

YES ☐ NO ☐

Do you have any suggestions for SAFETY improvements in or around your home?

YES ☐ NO ☐

Do you have an email address to receive neighbourhood support newsletters?

YES ☐ NO ☐

Are you prepared in case of a Civil Defence emergency?

YES ☐ NO ☐

Appendix VI: Street by Street Survey

COMMUNITY SURVEY



Do you have working smoking alarms?

YES ☐ NO ☐

If no, would you like some installed by the NZ Fire Service

YES ☐ NO ☐

Do you have a fire safety plan in case of an emergency?

YES ☐ NO ☐

Is graffiti or tagging an issue in your neighbourhood?

YES ☐ NO ☐

Do you believe there are litter issues in your street?

YES ☐ NO ☐

Would you report Graffiti to keep your street looking clean?

YES ☐ NO ☐

Would you report illegal litter dumped to keep your street looking clean?

YES ☐ NO ☐

Do you need help to get in touch with local agencies such as?

YES ☐ NO ☐

WINZ, IRD, Budget Advice, Gambling Services, HB Community Law, Family Works, Directions, Te Taiwhenua O Heretaunga, Ikaroa Maori Womens Welfare, Te PuniKokiri, Hastings Womens Refuge, Maori Womens Refuge, Careers, Housing NZ, Health HB, Plunket, Live HB or any Others:

YOU AND THE POLICE

Do you know how who you're local Community Constable is?

YES ☐ NO ☐

How can your local community Police improve their relationship with you and your family and your street?

YOU AND THE COUNCIL

Do you know your local Councilors?

YES ☐ NO ☐

Do you know that the council is responsible for?

YES ☐ NO ☐

- Graffiti
- Illegal litter dumping
- Noise Control

YES ☐ NO ☐

YES ☐ NO ☐

You're Contact Details:

Name:

Address:

Phone Number:

Email Address:

Appendix VII: 2019 Implementaton Plan

Goal 1: Connected Agencies and Communities

Priorities: Building community resilience, strengthening neighbourhoods

Agencies

Actions	Lead
Hold regular Safer Hastings coalition strategic meetings	SHSG
Increase awareness and membership of Safer Hastings	SHSG
Resurrect “Community Resilience” and “Older Persons” Focus Groups	SHC
Engage with HDC Disability Reference Group	SHC
Seek reaccreditation as a Safer Community	Re-accreditation working group
Develop and implement a Safer Hastings Communication Plan	SHSG
Conduct an annual Safer Hastings coalition workshop	SHSG
Engage with Schools and Early Childhood Education	SHC / MOE

How will we measure success?

- Increase in collaborative projects
- Annual Coalition Survey Results

Communities

Actions	Lead
Deliver “Let’s Get Ready” programme	HBCDEM / NZRC
Promote Neighbourhood Support	HDC
Presentation to Community Plan Leaders Hui	HDC
Deliver Street by Street events	HDC
Engage with rural communities	SHSG
Deliver “People Savers” programme	NZRC

How will we measure success?

- Increase in number of households and businesses that are prepared for an emergency
- Increase in number of households involved in Neighbourhood Support

Appendix VII: 2019 Implementaton Plan

Goal 2: Safe in my Home

Priorities: Healthy Safe Children & Youth, Family Harm prevention, Suicide Prevention, Fire Prevention, Falls Prevention, Mental wellbeing, Healthy homes

Actions	Lead
<i>Older Persons</i>	
Hold regular Older Persons Focus Meetings	SH Focus group
Host a Positive Ageing Forum	SH Focus group
<i>Healthy Safe Children & Youth</i>	
Promote B4 School Checks (with community resilience messaging)	DHB
<i>Family Harm Prevention</i>	
Deliver Te Manu Tu Tuia	Innov8
Implement White Ribbon campaign	HDC
Family harm reduction programmes	Police
<i>Suicide Prevention</i>	
Support actions under HB Suicide Prevention Plan	DHB
<i>Fire Safety</i>	
Carry out Home Fire Safety Checks	NZ Fire
Provide Fire wise education in schools	NZ Fire
<i>Falls Prevention</i>	
Support HB Community Falls Prevention Group initiatives	SHSG
Deliver Active 4 Life Programmes including Kiwi Seniors, Sit and Be Fit, Tai Chi, Camberley Kori Tinana, Camberley Line Dancing and Camberley Tai Chi	Sport HB
<i>Healthy Homes</i>	
Provide Curtain Bank for Hastings District	Red Cross
Support HB Housing coalition initiatives	SHSG

How will we measure success?

- Decrease in number of injury hospital admission by age
- Fewer fires resulting in property damage
- Decrease in number of Police responses to family harm incidents
- Decrease in number of ACC falls claims

Appendix VII: 2019 Implementaton Plan

Goal 3: Safe Roads

Priorities: Safe Roads and Roadsides, Child Restraints and driveway education, Driver Licensing

Actions	Lead
Support Hawkes Bay Road Safety action plan	HDC
Support Youth Drivers Licencing programmes	Matariki REDS
Youth Alcohol Expo	RoadSafe HB
Deliver “Confident Driving” courses	Age Concern
Deliver “Life Without a Car courses”	Age Concern
Support i-Way initiatives	SHSG

How we measure success:

- Reduction in crashes resulting in injury
- Improved pedestrian and cyclist safety

Goal 4: Safe in my community

Priorities: Safety in public spaces, Family harm, mental wellbeing, gangs, community action plans

Actions	Lead
Provide City Assist, Skate Park Guardians and CCTV	HDC
Support Community Plan actions	HDC
Implement White Ribbon campaign	HDC
Implement Smokefree Strategy	HDC
Senior Housing “Keep yourself safe” meetings	HDC
Promote “Tools for the teenage years”	HDC
Produce a Summer Safety Resource	Focus Group

How we measure success:

- Reduction in victimisation by assault
- People who are surveyed feel safe in Hastings

Appendix VII: 2019 Implementaton Plan

Goal 5: People are free from Alcohol related harm

Priorities: Responsible drinking at events, reduced availability of alcohol, gambling, 2025 smoke free target

Actions	Lead
<i>Alcohol Related Harm</i>	
Support review of Joint Alcohol Strategy	HDC
Implement Hastings activities under JAS	HDC
Implement activities under the HBDHB Alcohol Harm Reduction Strategy	HBDHB
Continue Alcohol Control Purchase Operations	HDC, ACC
Deliver One for One promos at big events	HDC
Develop event planning resource that identifies safety around alcohol	DHB
<i>Gambling Related Harm</i>	
Promote Gambling Multi Venue Exclusion (MVE)	TRHOR
Support activities under Gambling Harm Awareness week	TRHOR
<i>Smokefree</i>	
Support activities under Joint Smokefree Policy	HDC

How we measure success:

- Decrease in hospital admissions wholly attributable to alcohol
- Decrease in gambling machine proceeds
- Increased number of people on Multi Venue Exclusions

Safer Hastings Communication Plan 2015-2018

THE PURPOSE OF THIS COMMUNICATION PLAN IS TO:

- Increase key stakeholder and community awareness about the Safer Hastings project, its activities and progress
- Acknowledge key stakeholder involvement in Safer Hastings
- Encourage new stakeholders to join Safer Hastings to support and assist with implementing activities.

The Hastings District applied as Safer Hastings (SH) to become a World Health Organisation International Safe Community (ISC) in 2012, and the designation ceremony was held in March 2013. Re-accreditation is due in 2018. The ISC model is recognised around the world as an effective way to build partnerships in local communities to address safety and injury prevention issues.

Safer Hastings is made up of a diverse group of government and non-government agencies, with a wide network of supporting organisations, all working together to improve community safety. The overall aim is to make Hastings a safe and healthy district.

Safer Hastings strategic direction (2013 -2018) focuses on three key environments (the home, the roads and public spaces) and three key target groups (youth (aged 16-24), older people (aged 65+) and low income families with dependent children).

The prevention of hazardous consumption of alcohol is a central theme of this strategy and is acknowledged as a contributing factor of some of the accidents that occur in these environments and target groups.

Currently the Safer Hastings Strategy and Implementation Group (SHSIG) meet bi-monthly and there are four focus groups; Older People and Housing, Child/Youth, Community Resilience and Resourcing/Accountability. The focus groups undertake relevant activities and report back to the SHSIG at the bi-monthly meetings.

Additionally, Safer Hastings completes an annual report to ISC on the progress of activities in reaching its goals.

With Safer Hastings being in its second year of operation under ISC, it is timely that a Communication Plan is developed and implemented so results of activities that are reported at bi-monthly meetings, and any annual reports completed, can be communicated to wider audiences.

Appendix VIII: 2015 Situational Analysis

Situational Analysis of the current Communication Environment of Safer Hastings (SH)

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Strong email communication channels already exists with current Strategy and Implementation group members (Internal Stakeholders).	Only stakeholders on the Strategy and Implementation group email list are aware of current activities/outcomes.	Increase the profile of Safer Hastings to wider community by providing outcomes from projects undertaken.	There is minimal knowledge of the work Safer Hastings has undertaken to date by the wider Hastings community. This diminishes the importance of the collaborative work being undertaken by Safer Hastings.
Existing annual reports to WHO and reports from focus groups can provide all the information needed when communicating to external stakeholders.	No formal or central communication feedback (apart from minutes of meetings) are provided by focus groups on a regular basis to show the progress of activities being undertaken.	Increase in new /potential /influential stakeholders in assisting with work of SH and possibly benefits from their resources/influence.	Lack of outcomes being communicated externally could reduce existing internal stakeholder commitment and resourcing, and limit the opportunity to attract new stakeholders and supporters.
Minimum additional work will be needed to produce information in a variety of useful formats for use in communicating to external stakeholders.	A previous communication plan developed in 2012 was not used.	Standard reporting templates that focus groups are being asked to use will make it easy to find good news stories to publicise.	There is no person/group currently responsible for communicating SH outcomes to wider community.
	Resourcing constraints. Safer Communities concept seen as “nice to have” rather than “an essential” by key stakeholders.		Uncertainty around ongoing funding. HDC (by default) providing all funding contributions to date.

Appendix VIII: 2015 Situational Analysis

Draft Communication Plan

COMMUNICATION OBJECTIVE	TARGET AUDIENCE WHO?	KEY MESSAGE TO BE DELIVERED WHAT?	COMMUNICATION CHANNEL/TOOL HOW?	TIMING OF MESSAGE AND RESPONSIBILITY WHEN?	MEASURES (SMART)
1. Provide regular information to existing participating stakeholders in Safer Hastings to encourage continued partnerships and resourcing of its activities, and progress on achieving the goal of making Hastings a safe and healthy district.	All existing stakeholders that are part of SH Strategy & Implementation Group.	<ul style="list-style-type: none"> Achievement of activities relevant to participating stakeholders. Acknowledgement of support for SH. Good news stories. 	<ul style="list-style-type: none"> Emails Reports Project updates. 	Quarterly by Resourcing / Accountability focus group.	Annual stakeholder communication survey shows satisfaction in content, format and timeliness of communication.
2. Provide information to influential stakeholders that would benefit Safer Hastings with possible partnerships/ resource sharing.	<ul style="list-style-type: none"> Intersectoral group HDC Mayor & Councillor Safer Napier Safer Wairoa Safer CHB. 	<ul style="list-style-type: none"> Achievement of activities. Look for opportunities to see how SH adds value to actions they are currently undertaken. Good news stories. 	<ul style="list-style-type: none"> Fact sheets Reports Project Updates PP presentation Workshop presentation. 	<ul style="list-style-type: none"> 6 monthly by Resourcing/Accountability focus group. Presentations by Resourcing/Accountability focus group. 	Annual stakeholder communication survey shows satisfaction in content, format and timeliness of communication.
3. Encourage new stakeholders to join Safer Hastings and undertake/resource activities that contribute to its goal.	Groups and businesses working on safety and healthy activities in the Hastings district.	Awareness of projects being undertaken and invitations to participate in actions relevant to their work.	<ul style="list-style-type: none"> Fact sheets Reports Project Updates PP presentation Workshop presentation. 	<ul style="list-style-type: none"> 6 monthly by Resourcing/Accountability focus group. Presentations by Resourcing/Accountability focus group. 	Annual number of new stakeholders that join Safer Hastings is recorded.
4. Provide information to the general Hastings public about Safer Hastings activities and progress on achieving the goal of making Hastings a safe and healthy district.	Residents in the Hastings district.	<ul style="list-style-type: none"> Understanding what is being done under SH to achieve safe and healthy Hastings. Good news stories. 	<ul style="list-style-type: none"> Newspaper articles. HDC website have access to SH reports. 	Annually/as needed by Resourcing/Accountability focus group.	Safer Hastings newspaper articles and any public feedback recorded.